



FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MKT2004 International Marketing**
 Semester & Year : September – December 2021
 Lecturer/Examiner : Joseph Choe Kin Hwa
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (40 marks) : **FOUR (4) short answer questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (60 marks) : **THREE (3) essay questions. Answer ALL of the questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Identify **FIVE (5)** main reasons for firms to go international.

(10 marks)

Question 2

Illustrate the **FOUR (4)** bases of legal systems with an example of country that practices each of the system.

(10 marks)

Question 3

Describe **FIVE (5)** importance of understanding cultural changes for international marketing

(10 marks)

Question 4

Explain **FIVE (5)** common issues when processing secondary data in the international marketing research.

(10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1

You have just taken up the position of Marketing Manager for the McDonald's franchise in your country. You have been asked to write a short report for the board presenting an overview of the macro-environment in which the company is operating.

Write that report and analyse the **FOUR (4)** key macro-environmental forces. Make specific reference to any key developments that shape opportunities and pose threats for the company. (20 marks)

Question 2

You have just been employed as the new International Marketing Manager of a large rubber gloves manufacturer in Malaysia. Your Director has called a meeting for next week and asked you to explain to the board members the alternatives of manufacturing in a foreign country.

Write your report on the **FIVE (5)** alternatives of manufacturing in a foreign country. (20 marks)

Question 3

You firmly believe that new product development is the secret of the continued success of international computer games manufacturers.

Choose a computer games manufacturer of your choice and critically discuss the challenges that such a company faces in developing new products for international markets. (20 marks)

END OF QUESTION PAPER