

**FINAL ALTERNATIVE ASSESSMENT**

Examination Paper

(COVER PAGE)

Session : April 2022

Programme : Diploma in Marketing (DMKT)

Course : **MKT 2159: International Marketing**

Date of Examination : 6<sup>th</sup> August 2022 (Saturday)

Time : 4:00pm – 6:30pm Reading Time: Nil

Duration : 2 Hours 30 Minutes

**Note:** 30 minutes are added into the duration of the examination to factor in any connectivity matters and for you to scan and upload your scripts.

**Special Instructions** :

This paper consists of **FOUR (4)** questions. Answer **ALL** questions. Answers must be **HANDWRITTEN** in **BLACK / BLUE INK** on A4 full scape papers.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Ms Sara Seah**

Chief Moderator : Dr. Racheal Poh Su Ying

*This paper consists of 2 printed pages, including the cover page.*

DIPLOMA IN MARKETING (DMKT)  
**MKT2159: INTERNATIONAL MARKETING**  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION

This paper consists of **FOUR (4)** questions. Answer **ALL** questions. Answers must be **HANDWRITTEN** in **BLACK / BLUE INK** on A4 full scape papers.

**Question 1**

- (a) Analyse any **TWO (2)** factors that contribute to the popularity of international joint ventures as a means of foreign market entry. Support your answers with relevant examples.

(10 marks)

- (b) With reference to international marketing, analyse the **THREE (3)** components of a product for a better product experience. Support your answers with relevant examples.

(15 marks)

**Question 2**

Define and analyse **FOUR (4)** factors an international marketer would consider in formulating an effective channel strategy. Support your answers with relevant examples.

(25 marks)

**Question 3**

Define and analyse the unique international characteristics of any **FOUR (4)** advertising media. Support your answers with relevant examples.

(25 marks)

**Question 4**

Define and analyse any **FOUR (4)** approaches to deal with price escalation in order to be internationally competitive. Support your answers with relevant examples.

(25 marks)

~ The End ~

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