

**FINAL
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2020

Programme : Diploma in Marketing (DMKT)

Course : **MKT2159: International Marketing**

Date of Examination : December 11, 2020 (Friday)

Time : 4.00pm – 6.30pm Reading Time : Nil

Duration : 2 Hours 30 Minutes

Note: 30 minutes is 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 have to be handwritten in **BLACK INK** on **A4** full scape paper.

Materials permitted : NIL

Materials provided : NIL

Examiner(s) : **Norulashikin binti Ismail** & Michelle Hoong Lai San

Moderator : Muhammad Rajaie bin Mustafar

This paper consists of 3 printed pages, including the cover page

INTI INTERNATIONAL UNIVERSITY & COLLEGES

**DIPLOMA IN MARKETING (DMKT)
MKT2159: INTERNATIONAL MARKETING
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION**

Instructions:

1. This paper consists of **FOUR (4)** questions. Answer **ALL** questions. Answers have to be handwritten in **BLACK INK** on A4 full scape paper.
2. Once completed, scan all the answer sheets and submit to “Open Book Exam” portal in the Blackboard within **2 hours 30 minutes**. **Kindly adhere to the time limit. Late submission will strictly not be accepted.**

Question 1

- (a) Differentiate the **THREE (3)** types of brands that can be adopted in international markets. Support your answers with suitable example for each type of brand. (12 marks)
- (b) Discuss the **THREE (3)** ways how Country-of-origin effect (COE) can effect global brands. Apply your discussion in electronic appliances industry. (13 marks)

(Total: 25 marks)

Question 2

Discuss the distinguishing features of the import-oriented distribution structure and Japanese distribution structure. (25 marks)

(Total: 25 marks)

Question 3

Explain the **SEVEN (7)** steps in the communications process and support with an example of how culture differences can affect the final message received. (25 marks)

(Total: 25 marks)

Question 4

(a) Explain **FIVE (5)** factors in price escalation. Support your answers with appropriate examples.

(15 marks)

(b) Discuss the **FOUR (4)** approaches to lessen the price escalation.

(10 marks)

(Total: 25 marks)

~THE END~

MKT2159 (F)/ August 2020 Session/ formatted