



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	INTERNATIONAL MARKETING
COURSE CODE	RMKT4713
DATE/DAY	21 FEBRUARY 2024 / WEDNESDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES:

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 4 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [50 MARKS]

SECTION A

(10 Marks)

There are TEN (10) questions in this part. Answer ALL questions in the answer booklet.

1. Which organizational structure is commonly used by firms to manage international operations by country or region?
 - A. Product-based structure
 - B. Functional structure
 - C. Geographic structure
 - D. Matrix structure

2. Which of the following is a disadvantage of using franchising as an international marketing channel?
 - A. Limited control over franchisees
 - B. High initial investment
 - C. High risk of losing intellectual property
 - D. Low potential for growth

3. Which of the following is **NOT** a step in the global marketing planning process?
 - A. Conducting a situational analysis
 - B. Developing a marketing mix
 - C. Implementing the marketing plan
 - D. Identifying competitors

4. Which of the following is an example of a cultural factor that may impact global marketing decisions?
 - A. Technological infrastructure
 - B. Political stability
 - C. Religion
 - D. Economic growth

5. Which of the following is an advantage of using a standardized advertising approach in international markets?
 - A. Reduced production costs
 - B. Higher levels of creativity
 - C. Greater effectiveness in reaching local markets
 - D. Increased localization of advertising messages

6. Which of the following best describes 'media planning' in the context of IMC?
- A. Deciding on the best media mix and scheduling for advertising campaigns
 - B. Planning how to engage with traditional media outlets only
 - C. Selecting the most cost-effective media channels
 - D. Choosing which social media platforms to advertise on
7. Which of the following is a potential advantage of using a skimming pricing strategy in international markets?
- A. Higher profit margins
 - B. Lower production costs
 - C. Greater market share
 - D. Increased brand loyalty
8. Which of the following is **NOT** a factor to consider when setting prices for international markets?
- A. Exchange rates
 - B. Cost of production
 - C. Local tax regulations
 - D. Market demand
9. Which of the following is a potential benefit of negotiating with regulators?
- A. Reduced regulatory scrutiny
 - B. Increased flexibility in compliance requirements
 - C. Greater access to market opportunities
 - D. Reduced competition from other firms
10. Which of the following is a characteristic of an 'intentional' customer in negotiations?
- A. They have no specific goals or outcomes from the negotiation
 - B. They focus only on short-term gains
 - C. They are clear about their strategic objectives and desired outcomes
 - D. They are typically unprepared and spontaneous

SECTION B

(40 Marks)

There are **THREE (3)** questions in this section. Answer **ALL** questions in the answer booklet.

1. Marketing channels refer to the various methods or pathways utilized to connect with your intended audience. Discuss **FOUR (4)** factors affecting the choice of channels. (16 marks)
2. The objective of global marketing is to boost revenue and expand market presence. Describe the **FOUR (4)** benefits of global marketing. (16 marks)
3. Compare between skimming pricing and penetration pricing. (8 marks)


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***** END OF QUESTION PAPER *****