



Final Examination
2018/2019 Academic Session

June 2019

**JRP447E – Strategic Marketing
(Pemasaran Strategik)**

Duration: 3 hours
(Masa: 3 jam)

Please check that this examination paper consists **NINE (9)** pages of printed material before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **SEMBILAN (9)** muka surat yang bercetak sebelum anda memulakan peperiksaan.]*

Instructions : Answer **ALL** questions in the space provided. You may answer either in Bahasa Malaysia or in English.

Arahan : Jawab **SEMUA** soalan di dalam ruang yang disediakan. Anda dibenarkan menjawab soalan sama ada dalam Bahasa Malaysia atau Bahasa Inggeris.]

In the event of any discrepancies in the exam questions, the English version shall be used.

[Sekiranya terdapat sebarang percanggahan pada soalan peperiksaan, versi Bahasa Inggeris hendaklah digunakan.]

Your are not allowed to take the question paper out of the examination hall.

[Anda tidak dibenarkan membawa keluar kertas soalan peperiksaan dari dewan peperiksaan.]

The mark for each question is stated accordingly.

[Markah bagi setiap soalan adalah seperti yang tercatat.]

...2/-

QUESTION/SOALAN 1 (20 marks/markah)

There are **FOUR (4)** international market development strategy. Explain and provide example of each form of strategy.

*Terdapat **EMPAT (4)** bentuk strategi pembentukan pasaran antarabangsa. Terangkan dan sediakan contoh untuk setiap bentuk strategi.*

(a). Strategy/*Strategi*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

(5 marks/markah)

(b). Strategy/*Strategi*: _____

Explanation/*Penerangan* _____

...3/-

Example/*Contoh*: _____

(5 marks/*markah*)

(c). Strategy/*Strategi*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

(5 marks/*markah*)

(d). Strategy/*Strategi*: _____

Explanation/*Penerangan* _____

Example/*Contoh*: _____

(5 marks/*markah*)

QUESTION/SOALAN 2 (60 marks/60 markah)

You wanted to buy a car. You have been going to several car dealers and test drive various models. Now you have to decide which model to buy. There are **SIX (6)** steps in the decision making process. Explain and provide example for each step based on the given scenario.

*Anda ingin membeli kereta. Anda telah melawat beberapa syarikat jualan kereta dan memandu uji beberapa model kereta. Sekarang anda perlu memilih model untuk dibeli. Terdapat **ENAM (6)** langkah dalam proses membuat keputusan. Jelaskan dan sediakan contoh untuk setiap langkah berdasarkan senario yang diberi.*

(a). Step/Langkah: _____

Explanation/*Penerangan*: _____

...5/-

(10 marks/markah)

(b). Step/Langkah: _____

Explanation/Penerangan: _____

(10 marks/markah)

(c). Step/Langkah: _____

Explanation/Penerangan: _____

(10 marks/*markah*)

(d). Step/Langkah: _____

Explanation/*Penerangan*: _____

(10 marks/*markah*)

(e). Step/Langkah: _____

Explanation/*Penerangan*: _____

(10 marks/markah)

(f). Step/Langkah: _____

Explanation/Penerangan: _____

(10 marks/markah)

QUESTION/SOALAN 3 (20 marks/markah)

To communicate effectively, a marketer must know **FOUR (4)** information requirements in purchase decision. Explain and provide example for each requirement.

*Untuk berkomunikasi secara efektif, pemasar perlu mengetahui **EMPAT (4)** keperluan maklumat dalam membuat keputusan pembelian. Terangkan dan sediakan contoh untuk setiap keperluan.*

...8/-

(a). Requirement/*Keperluan*: _____

Explanation/*Penerangan* _____

(5 marks/*markah*)

(b). Requirement/*Keperluan*: _____

Explanation/*Penerangan* _____

(5 marks/*markah*)

