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UNIVERSITI SAINS MALAYSIA

Kolej Teknologi Pulau

Second Semester Examination
Academic Session 2007/2008
April 2008

**External Degree Programme
Bachelor in Management (Honours)**

**AMP346E - International Marketing
[Pemasaran Antarabangsa]**

Duration: 3 hours
[Masa: 3 jam]

Please ensure that this examination paper consists of **FOUR** printed pages before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi **EMPAT** muka surat yang bercetak sebelum anda memulakan peperiksaan ini].*

Instructions: Answer **FOUR (4)** questions. Question 1 is **COMPULSORY** and choose another **THREE (3)** questions. You may answer a question either in Bahasa Malaysia or in English.

[Arahan: Jawab **EMPAT (4)** soalan. Soalan 1 adalah **WAJIB** dan pilih **TIGA (3)** soalan lain. Anda dibenarkan menjawab soalan sama ada dalam Bahasa Malaysia atau Bahasa Inggeris].

YOU ARE NOT ALLOWED TO TAKE THE QUESTION PAPER OUT OF THE EXAMINATION HALL. MAKE SURE YOU WRITE DOWN YOUR INDEX NUMBER.

[ANDA TIDAK DIBENARKAN MEMBAWA KELUAR KERTAS SOALAN DARI DEWAN PEPERIKSAAN. PASTIKAN ANDA MENULIS ANGKA GILIRAN].

Question 1/Soalan 1 (COMPULSORY/WAJIB)

- (a) A leader of a trade delegation to China recently urged Malaysian companies to export “halal” products and services to China which has a Muslim population of more than 20 million. Other than the population figures, discuss other criteria you should consider in assessing the potentials of Muslim market in China.

Ketua delegasi perdagangan ke China baru-baru ini menggesa firma Malaysia mengeksport produk dan perkhidmatan “halal” ke China yang mempunyai lebih 20 juta rakyat beragama Islam. Selain daripada angka penduduk, bincangkan kriteria lain yang perlu dipertimbangkan untuk mentaksirkan potensi pasaran masyarakat Muslim di China.

[20 marks/markah]

- (b) Distribution is perhaps the most critical to gaining competitive edge in the Saudi market. Please advise Malaysian exporters on the structure, operation and behaviour of the Saudi distribution system.

Pengedaran merupakan satu factor yang kritikal dalam usaha mencapai kelebihan bersaing di negara Saudi. Sila maklumkan kepada pengeksport Malaysia tentang struktur, operasi dan gelagat dalam sistem pengedaran di Saudi.

[20 marks/markah]

Question 2/Soalan 2

In many emerging markets (e.g. India, Brazil, Thailand), 50 percent and more of the population is under 25. One marketer observes that “teenagers are teenagers everywhere and they tend to emulate US teenagers” (Advertsising Age International, October 17, 1994. p.1-15). Is there a global teenager segment? Do teenagers in Mumbai for example, really tend to emulate teenagers in Los Angeles? Discuss.

Beberapa negara (contoh India, Brazil, Thailand) sedang mengalami pembangunan pesat dan lebih 50 peratus penduduknya berumur 25 tahun kebawah. Seorang ahli pemasaran berpandangan “remaja tetap remaja dimana-mana dan mereka cenderung mencontohi remaja Amerika Syarikat” (Advertising Age International, Oktober 17, 1994. ms. 1-15). Apakah wujud segmen pasaran global remaja? Benarkah remaja di Mumbai umpamanya mencontohi remaja di Los Angeles? Bincangkan.

[20 marks/markah]

Question 3/Soalan 3

- (a) Explain the following positioning strategies: i) global consumer culture positioning; ii) local consumer culture positioning; and iii) foreign consumer culture positioning.

Terangkan strategi perletakan berikut: a) perletakan budaya pengguna global; b) perletakan budaya pengguna tempatan; dan c) perletakan budaya pengguna luar negara

[10 marks/markah]

- (b) Most luxury goods appeal to global segments. Does that mean that global advertising campaigns are most appropriate for such products?

Pada amnya barangan mewah menarik minat segment global. Apakah ianya bermakna kempen peikilanan global paling sesuai untuk kategori produk mewah?

[10 marks/markah]

Question 4/Soalan 4

Briefly explain any 5 of the following terms

Pilih dan terangkan dengan ringkas 5 istilah sahaja.

- (a) Indirect exporting
eksport secara tidak langsung
- (b) strategic alliances
pakatan strategic
- (c) psychic distance
jarak psikik
- (d) FOB - Free on Board
FOB – Free on Board
- (e) Letter of credit
surat kredit
- (f) counter trade
perdagangan timbal-balas
- (g) country of origin effects
kesan negara asal

[20 marks/markah]

Question 5/Soalan 5

Based on the appended news report, explain why there is negative sentiment on Astro's ventures in Indonesia and India.

Berdasarkan laporan akhbar dibawah ini, terangkan kenapa wujud pandangan negatif terhadap usaha Astro memasuki pasaran Indonesia dan India.

“ ... On Dec 7, Astro All Asia Networks plc, Astro TV's listed parent, released its third-quarter results for financial year ending January 2008. Overall, the numbers have not dispelled the uncertainties that have influenced the stock's price performance this year – almost a 40% drop since January.

The negative sentiments revolve around Astro All Asia's pay TV ventures in Indonesia and India. The analysts have responded to the results with mix of mostly buy and hold calls, but they all seem to agree that the company's operations at home are a source of comfort...”

Source: Breaking barriers, Cover Feature BIZWEEK, Saturday 15 December 2007.

[20 marks/markah]