

CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION
JANUARY 2016 SEMESTER

SUBJECT CODE : EEB20103
SUBJECT TITLE : INTERNATIONAL MARKETING
LEVEL : BACHELOR
TIME / DURATION : 9.00 AM - 12.00 P.M / 3 HOURS
DATE : 28th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of TWO (2) sections; Section A and section B.
4. Answer ALL question in Section A and Section B.
5. Please write your answers on the answer booklet provided.
6. Answer all questions in English language ONLY.
7. This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks).

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

What are the strategies that indicate how culture and its appreciation may serve as a tool to ensure marketing success?

(10 Marks)

Question 2

Explain the significance of the World Bank.

(10 Marks)

Question 3

Describe the main characteristics of the industrial buyer.

(10 Marks)

Question 4

Discuss the environmental factors that favour the development of strategy and resource allocation on a global basis with an example.

(10 Marks)

SECTION B (Total: 60 marks).

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Discuss the various advantages and disadvantages of full ownership versus joint ventures.

(20 Marks)

Question 2

Which services would be expected to migrate globally in the next decade? Why?

(20 Marks)

Question 3

.What type of adjustments must advertising agencies make as more companies want "one sight, one sound, one sell" campaigns?

(20 Marks)

END OF EXAMINATION PAPER

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