



**UNIVERSITI KUALA LUMPUR**  
**Malaysian Institute of Marine Engineering Technology**

---

**FINAL EXAMINATION**  
**JANUARY 2015 SESSION**

---

**SUBJECT CODE** : LOB 30203  
**SUBJECT TITLE** : EXPORTING & IMPORTING  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 2.00 PM – 5.00 PM / 3 HOURS  
**DATE** : 24 MAY 2016

---

**INSTRUCTIONS TO CANDIDATES**

---

1. Please read the instructions given in the question paper CAREFULLY.
  2. This question paper is printed on both sides of the paper.
  3. Please write your answers on the answer booklet provided.
  4. This question paper consists of TWO (2) sections; Section 'A' and Section 'B'. Answer all questions in Section 'A' and THREE (3) questions only from Section 'B'.
  5. Answer all questions in English.
- 

**THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

---



**SECTION A (Total: 40 marks)**

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

**Question 1**

A market entry strategy is the planned method of delivering goods or services to a new target market and distributing them there. When importing or exporting services, it refers to establishing and managing contracts in a foreign country. Describe the following entry modes strategies as below:

- a) Licensing (5 marks)
- b) Management contract (5 marks)
- c) Joint Ventures (5 marks)
- d) Wholly Direct Investment (5 marks)

**Question 2**

Export can be conducted directly, indirectly or through third party intermediaries. **Examine the function of these third party intermediaries as below with the relevant examples:**

- a) Export management company (EMC) (5 marks)
- b) Export trading company (ETC) (5 marks)
- c) Foreign freight forwarder (5 marks)
- d) Agents (5 marks)

**SECTION B (Total: 60 marks)**

**INSTRUCTION: Answer only THREE (3) questions.**  
**Please use the answer booklet provided.**

**Question 3**

The working group has taken the initiative to discuss with related government agencies and industry associations in identifying the issues and the most common practices for import and export process flows, particularly pertaining to documentation requirements, time taken and the cost involved for import and export processes. **Explain briefly about Customs Import Procedures** that need to be completed as below:

- |  |             |
|--|-------------|
| Stage 1: Submit Inward Manifest          | (2.5 marks) |
| Stage 2: Filling / Entering Custom Forms | (2.5 marks) |
| Stage 3: Classification of Goods         | (5 marks)   |
| Stage 4: Valuation of Goods              | (5 marks)   |
| Stage 5: Physical Examination            | (5 marks)   |

**Question 4**

Transaction costs also are a critical factor in building up a market entry strategy and can become a high barrier to international trade. Discuss **FOUR (4) methods** of countertrade below:

- |                     |           |
|---------------------|-----------|
| a) Pure Barter      | (5 marks) |
| b) Counter Purchase | (5 marks) |
| c) Switch Trading   | (5 marks) |
| d) Buy Back         | (5 marks) |

**Question 5**

When a shipment of goods intended for commercial use reaches Malaysia, it may not be legally entered until after enter the port of entry, estimated duties have been paid and customs authorizes delivery of the merchandise. The Royal Malaysia Custom Department (RMCD) officers are responsible to check each step to ensure the correctness. **Examine the documents** that are needed by RMCD at below stages:

- a) **Pre-shipment stage** (10 marks)
- b) **Post-shipment stage** (10 marks)

**Question 6**

The custom service does provide considerable information related to the importing function in the form of booklets, newsletters and seminars available through the management centers. Most of this information amounts to extractions from and simplification of customs regulations. **Discuss** the flow of **Export Procedures**. (20 marks)

**END OF QUESTIONS**

