Final Exam Question

FMA 5053 International Marketing

You need to answer all four questions. Each question carries equal marks.

Time: 9:30 - 12:00 am

1. What is export market orientation? Explain in detail FIVE (5) factors facilitating and impeding the development of firms’ export market orientation.

2. Using bargaining power theory, explain SIX (6) factors that firms need to consider before entering a foreign market.

3. Discuss FOUR (4) market determinants of international pricing as proposed by Diller and Bukhari (1994). How can companies use international pricing to gain a competitive advantage?

4. Discuss THREE (3) firms’ characteristics that can be linked to their competitive advantages.

Dr. Asmat Nizam Abdul Talib
1. Critically discuss Liberal and Mercantilist approaches in Malaysia economic development during Tun Dr Mahathir's era. (30 marks)

2. In general, identify the drawbacks of Liberalism and Mercantilism. (10 marks)

Norofdah Ismail