

**CERTIFIED PROFESSIONAL MARKETER (ASIA-PACIFIC)
QUALIFYING EXAMINATIONS**

SEPTEMBER 2002

SUBJECT : ASIA-PACIFIC BUSINESS
DATE : 24 SEPTEMBER 2002 (TUESDAY)
TIME : 6.30 PM TO 9.30 PM

INSTRUCTIONS TO CANDIDATES

1. The duration for the examination is **THREE(3)** hours.
2. This question paper has **TWO (2)** parts containing **NINE (9)** questions.

PART(1) has **THREE (3)** essay questions, numbered **1), 2) and 3)**. Answer any **TWO (2) questions** out of three questions. Each whole question is worth **20 marks**.

PART II has **THREE (3)** sections **A, B and C**, each containing **TWO (2)** essay questions. The questions are numbered 4) through 9). All sections must be attempted. Answer only **ONE (1)** question from each section. Each whole question is worth **20 marks**.
3. Please write your Registration No. on all examinations materials handed in. Do not write your name.
4. Total number of pages (including this page) : **4**

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PART I – ANSWER ANY TWO (2) OUT OF THREE QUESTIONS

QUESTION 1

What do you think is the prospect of the formation of the Asian Union or United States of Asia given the diversity of the region's culture?

(20 marks)

QUESTION 2

The marketing of services is becoming widely accepted in the Asia Pacific Region. What are the critical factors to be considered in this evolving environment of services in Asia?

(20 marks)

QUESTION 3

E-marketing is changing the mode of reaching out to target audiences to sell products or services. Discuss how electronic marketing has reinvented most Asian markets.

(20 marks)

PART II – Section A: North and North-East Asia

Answer ONE (1) out of two questions.

QUESTION 4

In the development of an East Asian Development model to further boost economies, the political and socio-cultural structures of nations like Japan, Korea, China, and others are the major determinants of growth. Discuss.

(20 marks)

QUESTION 5

Chicken dishes, a popular Chinese staple symbolizes prosperity. But the bird flu in 2002, made these dishes a grim reminder of the downside of one country, two systems. Discuss how the Hong Kong's Bird Flu scare leads to a lack of Chinese cooperation.

(20 marks)

PART II – Section B: South-East Asia

Answer ONE (1) out of two questions.

QUESTION 6

Discuss the impact of terrorism on tourism in South-East Asian nations. How should these nations counter this hindering factor of tourism growth?

(20 marks)

QUESTION 7

The new tax plan of Singapore to reduce personal income tax and corporate tax is envisioned to spur growth and create a more attractive business climate. Discuss its pros and cons.

(20 marks)

Part II – Section C: Rest of Asia-Pacific

Answer ONE (1) out of two questions.

QUESTION 8

Economic forecast for India ranges from a low of 4.5% to a high of 6.2% GDP growth. Do you agree that this forecast is “more of a holding action than a great leap forward” for India? Discuss.

(20 marks)

QUESTION 9

Australia is still feeling the strain of the lingering Asian crisis. Discuss why this is happening and how Australia can recover faster than the rest of the Asia-Pacific nations.

(20 marks)

***** END OF PAPER *****