

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

**MARCH 2002**

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SUBJECT : ASIA-PACIFIC BUSINESS  
DATE : 25 MARCH 2002 (MONDAY)  
TIME : 6.30 PM TO 9.30 PM

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**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(I)** 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.
4. Total number of pages (including this page) : **4**

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**PART I – ANSWER ANY TWO (2) OUT OF THREE (3) QUESTIONS**

**QUESTION 1**

Malaysia's Prime Minister said that Malaysia, unlike Singapore, would not be dragged into recession by the global economic slump. Do you agree with his statement? Discuss.

(20 marks)

**QUESTION 2**

Members of ASEAN have long talked of a vastly expanded market place due to lower trade barriers amongst member countries. What opportunities does this grouping have for its members? There are some hurdles threatening this free flow of trade. What are they?

(20 marks)

**QUESTION 3**

Will China be a threat to India's IT sector? Discuss.

(20 marks)

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

**Answer ONE (1) out of two questions.**

**QUESTION 4**

Several American companies started doing business in China's hinterland – far away from the prosperous coastal region. What do you think are the reasons for these companies to move so far inland?

(20 marks)

**QUESTION 5**

Compare and contrast what South Korea and Taiwan did to their banking systems after the 1997 economic crisis. With the current global downturn, which country's banking system do you think is better equipped to handle the current crisis, and why?

(20 marks)

**PART II – Section B: South-East Asia**

**Answer ONE (1) out of two questions.**

**QUESTION 6**

Big banks in Singapore are merging with one another. The government is considering allowing foreign banks in Singapore more privileges. What do you think are the reasons for these changes?

(20 marks)

**QUESTION 7**

Thailand's economy, like many other countries in Asia, is not doing well. The Thai government is increasing government spending on various new projects, in an attempt to boost the economy. Do you think this is the right move? What other steps would you recommend to stimulate the economy? Discuss.

(20 marks)

**PART II – Section C: Rest of the Asia-Pacific**

**Answer ONE (1) out of two questions**

**QUESTION 8**

Some small and medium sized manufacturers of toys, batteries and pens in India are putting 'Made in China' or 'Made in Taiwan' labels on their goods.

Why are they doing this? Do you think this will help boost their sales?

The end of protectionist policies has affected small and medium sized manufacturers badly. Why?

(20 marks)

**QUESTION 9**

Western Australia has a lot of economic activities, although less than 10% of the total population of Australia reside there. Western Australia is also separated from the Eastern states by thousands of kilometers of desert. What factors account for the high level of economic activity?

(20 marks)

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