



Asia Marketing Federation

**CERTIFIED PROFESSIONAL MARKETER (ASIA)
QUALIFYING EXAMINATIONS (APRIL 2016)**

SUBJECT : ASIA BUSINESS

DATE : 26 April 2016

TIME :

INSTRUCTIONS TO CANDIDATES

1. This is a 3-hour closed-book examination. This examination paper consists of two (2) parts with a total of 100 marks.
2. **PART 1**
Essay Questions (40 marks)
This section consists of three (3) questions. Answer any two (2) out of the three (3) questions
3. **PART II**
Section A: Essay Questions – North and North-East Asia (20 marks)
This section consists of two (2) questions.
Answer any one (1) out of the two (2) questions.

Section B: Essay Questions – South-East Asia (20 marks)
This section consists of two (2) questions.
Answer any one (1) out of the two (2) questions.

Section C: Essay Questions – Rest of Asia-Pacific (20 marks)
This section consists of two (2) questions.
Answer any one (1) out of the two (2) questions.
4. Please write your Examination Registration Number on all examination materials handed in. Do not write your name.
5. Total number of pages (including this page): 6

PART I

ESSAY QUESTIONS (40 MARKS)

Answer any TWO (2) out of THREE (3) questions

1. According to the Managing Director of IMF, Asia is the world's most dynamic region and accounts for 40 percent of the global economy. Over the next four years—even with slightly declining momentum—it stands to deliver nearly two-thirds of global growth.

She went on to say that this economic transformation has supported social development. Over the past 35 years, this region has been the world's leader in reducing poverty. Education and health outcomes have improved significantly. People's living standards have been raised.

Asia has also become a byword for innovation. Each day, almost everyone around the world is touched by Asian technology. Cars, smartphones and televisions spring to mind—but think also of biotechnology, commercial satellites, and renewable energy.

Evaluate a company or a government sector, preferably from one of the industries above, in your country and explain what it has done to contribute to economic growth.

2. For a foreigner, whether operating as a large corporation or a small medium enterprises (SMEs), doing business in any Asian countries, other than the home country, is a complex undertaking. There are so many challenges to contend with, that many firms establish local partners (as joint-ventures or a strategic alliance) to guide them in their business operations. Explain the advantages and disadvantages of the practice of engaging local business partners to expand into a new country.
3. Smartphone users in Asia are growing at a fast rate. It is estimated by some market researchers that there are about one billion smartphone users in Asia. As smartphones are able to access the Internet and are highly portable (mobile), consumers are delighted that these smartphones could enable them to acquire information and to utilise online services to enhance their lifestyles.

Explore the opportunities and challenges this mobile technology could bring to consumers in Asia.

PART II

Section A: NORTH AND NORTH-EAST ASIA (20 MARKS)

Answer ONE (1) out of TWO (2) questions

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4. China launched the ambitious One-Belt One-Road initiative in 2013. It is essentially a development project with two components. One-Belt is the economic belt stretching westward from China to India, Pakistan, Central Asia, Iran, Middle East, Russia and the rest of Europe. One-Road is the maritime Silk Road where Chinese coastal ports are linked by sea routes to Europe through the South China Sea, Indian Ocean and the Mediterranean Sea.

The goals are to promote economic and social growths of all the countries along the One-Belt One-Road through policy coordination, infrastructure development, trade and investment facilitation, financial integration, and people-to-people relationships.

What are the industries and institutions that are going to benefit most from One-Belt One-Road initiative? What are their opportunities and risks?

5. Taiwan's growth outlook continues to weaken as subdued external demand has driven exports to decline. This is a similar situation with many countries that rely heavily on export. With a population of about 24 million spread over 36,000 square kilometre (about half the size of Sri Lanka), Taiwan, nevertheless, continue to have an attractive business environment. The laws allow 100% foreign ownership of local companies with exceptions to certain sensitive businesses.

What are the advantages and disadvantages of doing business in Taiwan?

PART II

Section B: SOUTH-EAST ASIA (20 MARKS)

Answer ONE (1) out of TWO (2) questions.

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6. According to a World Bank study, for Malaysia to develop into a high income country, immigrant labour plays an important role in filling important gaps in low-end and mid-skilled jobs.

In a population of about 30 million, Malaysia already has two million registered immigrant and an estimated one million undocumented migrants.

The report finds that low-skilled immigrants can create additional jobs by filling workforce gaps not filled by Malaysian workers, reduce production costs, help expand output and exports, and raise the demand for both unskilled employment and higher-skilled Malaysians.

Discuss your views regarding immigrant labour from the angle of the host country and from the vantage of the country of origin. Support them with examples in Asia.

7. The Association of South-East Asian Nations (ASEAN) is a regional grouping of 10 South-East Asian nations with one of its goals as to speed up growth in the economy of the member nations. Toward this aim, Asean Economic Community (AEC) was developed and came into existence on December 31, 2015.

AEC's role is to integrate the diverse economies of member countries into a single market of about 600 million people. It was envisaged that the region will see equitable economic development, be highly competitive, and fully integrated into the global economy. AEC's key characteristic would be free movement of goods, services, investment, skilled labour and freer flow of capital.

What are the problems and challenges AEC is facing in the implementation of this aspiration?

Part III

Section C: REST OF ASIA PACIFIC (20 MARKS)

Answer ONE (1) out of TWO (2) questions

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8. Tourism is an important economic activity of Sri Lanka as it is the third largest foreign exchange earners, after remittance from Sri Lankan expatriate workers, and after the textiles and garments industry. In addition, tourism provides direct and indirect employment opportunities for its citizens. The government also generate income from taxes from the tourism business, and from tourism employment. In 2015, the top tourism source came from India, China, and UK in order of number of visitors. Growth is so encouraging that the relevant government agency has set its sights on achieving the goal of making tourism the number one foreign exchange earner for Sri Lanka by 2020.

What are the challenges and problems faced by the Sri Lankan tourism industry if it wants to cooperate with the relevant government agency/ies to achieve a quantum leap in growth to reach the 2020 target?

9. The South Asian Association for Regional Cooperation (SAARC), a regional trade and geopolitical organisation was set up in 1985. Presently, it consists of eight countries in the Indian sub-continent. They are Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

Among its aims are to promote the welfare of the peoples of South Asia; to accelerate economic growth, social progress and cultural development in the region; and to promote active collaboration and mutual assistance in the economic, social, cultural, technical and scientific fields.

Choose four of the specific institutions (see chart below) led by different member countries to promote regional cooperation, and give a brief account of their achievements or activities.

Regional Centre	Location	Country
SAARC Agricultural Centre (SAC)	Dhaka	Bangladesh
SAARC Meteorological Research Centre (SMRC)	Dhaka	Bangladesh
SAARC Forestry Centre (SFC)	Thimphu	Bhutan
SAARC Development Fund (SDF)	Thimphu	Bhutan
SAARC Documentation Centre (SDC)	New Delhi	India
SAARC Disaster Management Centre (SDMC)	New Delhi	India
SAARC Coastal Zone Management Centre (SCZMC)	Malé	Maldives
SAARC Information Centre (SIC)	Kathmandu	Nepal
SAARC Tuberculosis and HIV/AIDS Centre (STAC)	Kathmandu	Nepal
SAARC Human Resources Development Centre (SHRDC)	Islamabad	Pakistan
SAARC Energy Centre (SEC)	Islamabad	Pakistan
SAARC Cultural Centre (SCC)	Colombo	Sri Lanka

Source: Wikipedia