

SULIT



**KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI**

**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI
KEMENTERIAN PENDIDIKAN TINGGI**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI II : 2022/2023

DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 14 JUN 2023

MASA : 2.30 PTG - 4.30 PTG (2 JAM)

Kertas ini mengandungi **TIGA (3)** halaman bercetak.

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

INSTRUCTION:

This section consists of **ESSAY** questions. Answer **ALL** questions.

QUESTION 1

- CLO1 (a) List **FIVE (5)** item relates for international and domestic business [10 marks]
- CLO1 (b) i. Discuss the implication of marketing towards international business activities [5 marks]
- ii. External environment in the international business is an event beyond the firm control. Elaborate any **TWO (2)** external environment [10 marks]

QUESTION 2

- CLO1 (a) Describe the following legal system:
- i. Civil law [5 marks]
- ii. Socialist law [5 marks]
- CLO1 (b) Explain the following organizational design in the international business with a diagram for each design.
- i. Global corporate form-product [7 marks]
- ii. Global corporate form – functions [8 marks]

QUESTION 3

- CLO2 (a) i. Identify **FOUR (4)** non equity modes of entry in international business [4 marks]
- ii. State **THREE (3)** advantages of Franchising [6 marks]
- CLO2 (b) i. Write **THREE (3)** benefits of Joint Venture [9 marks]
- ii. Write **TWO (2)** drawbacks of Joint Venture [6 marks]

QUESTION 4

- CLO2 (a) Explain any **TWO (2)** elements of culture [10 marks]
- CLO2 (b) Write any **THREE (3)** Hofstede Cultural Dimensions [15 marks]

SOALAN TAMAT