

**SULIT**



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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR**

**SESI DISEMBER 2016**

**DPP2013 : INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 07 APRIL 2017**

**MASA : 8.30 AM - 10.30 AM (2 JAM)**

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

**Esei (4 Soalan)**

**Dokumen sokongan yang disertakan : Tiada**

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**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  
C1

(a) Identify the terms as stated below:

- i. International Business
- ii. Domestic Business

[10 marks]

CLO1  
C1

(b) i. Define Small and Medium Sized International Enterprises (SMIEs)

[3 marks]

ii. Describe **THREE (3)** types of Multinational Enterprises (MNEs) as stated below:

- a. Global Firm [4 marks]
- b. Transnational Firm [4 marks]
- c. Multi domestic Firm [4 marks]

CLO2  
C1**QUESTION 2**(a) Explain **THREE (3)** basic decisions before entering foreign markets as stated below:

[10 marks]

CLO2  
C2

(b) Describe modes of entry as stated below:

- i. Franchising [5 marks]
- ii. Licensing [5 marks]
- iii. Joint Venture [5 marks]

**QUESTION 3**CLO3  
C2

- (a) Discuss **TWO (2)** types of political systems mostly practiced by developed and developing countries.

[10 marks]

CLO3  
C2

- (b) Explain **THREE (3)** types of legal systems interplay among various societal institutions, at both the national and international levels.

[15 marks]

**QUESTION 4**CLO3  
C3

- (a) Relate **TWO (2)** elements of social organization in the context of culture in China.

[10 marks]

CLO3  
C3

- (b) Interpret **THREE (3)** Hofstede's dimensions of culture framework based on China's culture.

[15 marks]

**SOALAN TAMAT**