

**SULIT**



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

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF BERIKUTAN  
PELAKSANAAN PERINTAH KAWALAN BERSYARAT**

**SESI JUN 2020**

**DPP20013 : INTRODUCTION TO INTERNATIONAL BUSINESS**

---

**NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : ESEI BERSTRUKTUR  
(2 SOALAN)**

**TARIKH PENILAIAN : 22 DISEMBER 2020**

**TEMPOH PENILAIAN : 1 JAM**

---

**LARANGAN TERHADAP PLAGIARISM (AKTA 174)**

**PELAJAR TIDAK BOLEH MEMPLAGIAT APA-APA IDEA, PENULISAN, DATA  
ATAU CIPTAAN ORANG LAIN. PLAGIAT ADALAH SALAH SATU  
PENYELEWENGAN AKADEMIK. SEKIRANYA PELAJAR DIBUKTIKAN  
MELAKUKAN PLAGIARISM, PENILAIAN BAGI KURSUS BERKENAAN AKAN  
DIMANSUHKAN DAN DIBERI GRED F DENGAN NILAI MATA 0.**

**(RUJUK BUKU ARAHAN-ARAHAN PEPERIKSAAN DAN KAEDAH PENILAIAN (Diploma) EDISI 6, JUN 2019,  
KLAUSA 17.3)**

**SECTION A: 50 MARKS****INSTRUCTION:**

This section consists of **TWO (2)** essay questions. Answer **ALL** questions.

**QUESTION 1**

You are working in a multinational company. You have been ordered by your boss to choose suitable non – equity modes of entry for the company to enter the United Kingdom market.

- CLO2  
C3 (a) Apply any **TWO (2)** non-equity modes of entry that you will suggest to your boss. [10 marks]
- CLO2  
C3 (b) Before your company decide any non-equity modes of entry. Write **THREE (3)** factors that can influence your company to decide on the best mode of entry. [15 marks]

**QUESTION 2**

- CLO2  
C3 (a) Culture can be known as a set of knowledge, beliefs and norms acquired by a person as a member of the society. Show any **FIVE (5)** elements of culture to a country such as Malaysia. [10 marks]
- CLO2  
C3 (b) Apply United States’s culture based on Hofstede’s **FIVE (5)** dimensions of culture framework. [15 marks]

**END OF QUESTIONS**