

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

DPP6033 : INTERNATIONAL MANAGEMENT

NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN

KAEDAH PENILAIAN : PEPERIKSAAN ONLINE

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

TARIKH PENILAIAN : 29 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

- CLO3
C4
- (a) Another major source of communication is nonverbal communication, which is the transfer of meaning through means such as body language. As one of the trainers who is also an expert on Culture in the United States, you have been asked to give cross culture training to Nestle Company. Determine **FOUR (4)** categories with examples of nonverbal communication to Nestle staffs who will be working in the United States this coming year 2021.

[10 marks]

- CLO3
C4
- (b) An oil company in Middle East is planning to discuss the effects of COVID-19 to oil demand. If you are a Marketing Manager in that company, explain any **THREE (3)** verbal communication styles and their characteristics that you might use to communicate with your subordinates from this Middle East Company.

[15 marks]

QUESTION 2

Assuming you have businesses in Malaysia and your company produces masks. Due to COVID-19, the demand for masks increases, therefore you will like to export your masks to China by doing joint a venture with an agent company from China. In order to make your negotiation successful, you have to:

- CLO3
C4
- (a) Identify any **TWO (2)** bargaining behaviours that you might use during the negotiation.

[10 marks]

- CLO3
C4
- (b) Explain **FIVE (5)** negotiation process that you need to go through so that your negotiation will become successful.

[15 marks]

END OF QUESTIONS