

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI II : 2021/2022

DPP50103: INTERNATIONAL MANAGEMENT

TARIKH : 29 JUN 2022

MASA : 2.30 PETANG – 4.30 PETANG (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 **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

Mr. Lee is a South Korean expatriate who has been living in Kuala Lumpur, Malaysia since 2019. He is working for Samsung Company.

The following questions are based on the statement above:

- | | | |
|------------|---|------------|
| CLO1
C1 | (a) Define expatriate with examples. | [5 marks] |
| CLO1
C2 | (b) Explain FIVE (5) challenges as an expatriate. | [10 marks] |
| CLO1
C3 | (c) Apply FIVE (5) common elements in the typical expatriate compensation package that Mr. Lee may receive while working here in Malaysia. | [10 marks] |

QUESTION 2

- | | | |
|------------|--|------------|
| CLO1
C2 | (a) Interpret the following David Trompenaars's Cultural Dimensions with Malaysia and United States of America's Culture. | |
| | i. Individualism vs Communitarianism | [5 marks] |
| | ii. Specific vs Diffuse | [5 marks] |
| CLO1
C3 | (b) Most MNCs have a cultural strategic predisposition towards doing things in a particular way. There are four distinct strategic predispositions that are used by MNCs. Write any THREE (3) of these strategic predispositions. | [15 marks] |

QUESTION 3

- CLO1
C2 (a) Compare Parochialism and Simplification using appropriate examples. [5 marks]
- CLO1
C3 (b) Imagine you are the owner of a multinational company that has business in the electronic industry and you wish to open a new branch in China. As the owner, apply one organizational culture that you think is suitable to be implemented in China and give your justification for the answer. [10 marks]
- CLO1
C4 (c) A textiles company in Dubai is planning to discuss the effects of COVID-19 on the fashion industry. If you are a Marketing Manager in that company, figure out any **TWO (2)** verbal communication styles and their characteristics that you might use to communicate with your subordinates from this company. [10 marks]

QUESTION 4

You have a business in Malaysia that produces masks. Due to COVID-19, the demand for masks has increased. Therefore, you would like to export your masks to China and Singapore through a joint venture with an agent company from these two countries. In order to make your negotiation successful, you have to:

- CLO3
C3 (a) Apply any **TWO (2)** bargaining behaviours that you might use during the negotiation. [10 marks]
- CLO3
C4 (b) Determine **FIVE (5)** negotiation processes that you need to go through so that your negotiation will become successful. [15 marks]

END OF QUESTION