

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 I : 2024/2025

DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 23 NOVEMBER 2024

MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)

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

Struktur (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) STRUCTURED** questions. Answer **ALL** questions.

QUESTION 1

- CLO1 (a) Identify **FIVE (5)** characteristics of the following items:
- i. International Business [5 marks]
 - ii. Domestic Business [5 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 **THREE (3)** of external environments. [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 organisational 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 **FIVE (5)** types of non equity modes of entry in international business . [5 marks]
- ii. State **FIVE (5)** advantages of Franchising. [5 marks]
- (b) i. Write down **THREE (3)** benefits of Joint Venture. [9 marks]
- CLO2 ii. Write down **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)** of Hofstede Cultural Dimensions. [15 marks]

END OF QUESTION