

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2019

DPP2013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 31 OKTOBER 2019

MASA : 11.15 PAGI - 1.15 TENGAHARI (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 1CLO1
C1

(a) i) Define international business as compared to domestic business.

[4 marks]

ii) State **THREE (3)** impacts of globalization in International Business activities.

[6 marks]

CLO1
C2

(b) Describe briefly the following types of Multinational Enterprise below:

i) Multi-domestic company

ii) Multinational company

iii) Transnational company

[15 marks]

QUESTION 2CLO2
C1

(a) Describe briefly **TWO (2)** approaches to penetrate the foreign market.

[10 marks]

CLO2
C2

(b) i) Explain **FOUR (4)** benefits of exporting.

[8 marks]

ii) Describe **TWO (2)** drawbacks of exporting.

[7 marks]

QUESTION 3CLO3
C1

(a) Each country's political system is reasonably distinctive. Describe any **TWO (2)** major types of political systems.

[10 marks]

CLO3
C2

(b) Explain **THREE (3)** methods for a country to manage their risks due to political changes.

[15 marks]

QUESTION 4CLO3
C2

(a) Culture can be known as knowledge, beliefs and norm acquired by a person as a members in the society. Describe any **FIVE (5)** components of culture to a certain country.

[10 marks]

CLO3
C3

(b) Interpret China's culture based on Hofstede's **FIVE (5)** dimensions of culture framework.

[15 marks]

SOALAN TAMAT