

SULIT



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

JABATAN PERDAGANGAN

PENILAIAN ALTERNATIF

SESI DIS 2020

DPP20013 : INTRODUCTION TO INTERNATIONAL BUSINESS

NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN

KAEDAH PENILAIAN : PEPERIKSAAN ONLINE

JENIS PENILAIAN : SOALAN ESEI (2 SOALAN)

TARIKH PENILAIAN : 29 JUN 2021

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 XYZ Company. You have been ordered by your boss to choose suitable equity modes of entry for the company to enter China market. The equity modes of entry that you choose must involve with small investment, easy access to new market and willing to share risk.

CLO2
C3

- (a) Examine **TWO (2)** equity modes of entry that you will suggest to your boss. [10 marks]

CLO2
C3

- (b) Before a decision on the best mode of entry is made, they should be in known of factors that can influence their decision. You are required to advise them.

By write **THREE (3)** factors that influence the decision of best modes of entry.

[15 marks]

QUESTION 2

CLO2
C3

- (a) As a manager in ABC Company in Indonesia, you would like to expand your textiles business to Malaysia. Write **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]

SOALAN TAMAT