

SULIT



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

JABATAN PERDAGANGAN

PENILAIAN ALTERNATIF

SESI DIS 2020

DPP6033 : INTERNATIONAL MANAGEMENT

NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN

KAEDAH PENILAIAN : PEPERIKSAAN ONLINE

JENIS PENILAIAN : SOALAN ESEI (2 SOALAN)

TARIKH PENILAIAN : 1 JULAI 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

CLO3
C4 (a) XYZ Company really takes communication skills as one of the contributor of their success. As one of the trainers in the company, determine **FOUR (4)** ways on how XYZ Company can achieve effectiveness on their staffs' communication skills. [10 marks]

CLO3
C4 (b) Wendy is a Marketing Manager of Gwiyomi Garment, a Korean textile company. Her company is planning to hold a discussion among workers regarding any issues after the pandemic Covid19. Explain any **THREE (3)** verbal communication styles and their characteristics that suitable to be used by Wendy in order to communicate with her subordinates. [15 marks]

QUESTION 2

Assuming that you are a manufacturer of medical 3ply facemask that resides in Malaysia. Due to COVID-19, the demand for masks increases and you have the opportunity to export the mask to the Middle East and United States through a joint venture with an agent company from these two countries. 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]

SOALAN TAMAT