

SULIT



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

JABATAN PERDAGANGAN

PENILAIAN ALTERNATIF

SESI I: 2021/2022

DPP20013 : INTRODUCTION TO INTERNATIONAL BUSINESS

NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN

KAEDAH PENILAIAN : PEPERIKSAAN ONLINE

JENIS PENILAIAN : SOALAN ESEI (4 SOALAN)

TARIKH PENILAIAN : 10 FEBRUARI 2022

TEMPOH PENILAIAN : 2 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: 100 MARKS**INSTRUCTION:**

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

Ahmad is a business owner. At Jalan TAR in Kuala Lumpur, he runs a textiles company, Jekal. In Malaysia, he has a huge network of branches and a well-established firm. He makes the decision to sell his textiles in Singapore.

CLO1
C1 (a) Identify **TWO (2)** reasons why he decided to sell his textiles in Singapore. [10 marks]

CLO1
C2 (b) Discuss **FIVE (5)** external environments that Ahmad will encounter in Singapore if he decides to sell his textiles there. [15 marks]

QUESTION 2

CLO1
C1 (a) Describe the different types of political systems practised in North Korea and China. [10 marks]

CLO1
C2 (b) Explain **FIVE (5)** constraints of Small and Medium-Sized International Enterprises (SMIEs) [15 marks]

QUESTION 3

You are working in ABC Company. You have been ordered by your boss to choose suitable equity modes of entry for the company to enter United States market. The equity modes of entry that you will choose must involve smaller investment, easy access to new market and willing to share risk.

CLO1
C1

- (a) Identify **TWO (2)** equity modes of entry that you will recommend to your manager. [10 marks]

CLO1
C3

- (b) Apply **THREE (3)** factors that can influence your company before deciding on the best mode of entry.

[15 marks]

QUESTION 4CLO1
C2

- (a) As a manager in ABC Company in Indonesia, you would like to expand your textiles business to Malaysia. Discuss **FIVE (5)** elements of culture in Malaysia that the ABC company should study.

[10 marks]

CLO1
C3

- (b) Apply United States's culture based on Hofstede's **FIVE (5)** dimensions of culture framework.

[15 marks]

SOALAN TAMAT