

**SULIT**



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

**JABATAN PERDAGANGAN**

**PENILAIAN ALTERNATIF**

**SESI I: 2021/2022**

**DPP50103 : INTERNATIONAL MANAGEMENT**

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**NAMA PENYELARAS KURSUS: NOR LAILA BINTI HASSAN**

**KAEDAH PENILAIAN : PEPERIKSAAN ONLINE**

**JENIS PENILAIAN : SOALAN ESEI (4 SOALAN)**

**TARIKH PENILAIAN : 9 FEBRUARI 2022**

**TEMPOH PENILAIAN : 2 JAM**

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**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**

Mr. Dennis is an Australian expatriate who has been living in Kuala Lumpur, Malaysia since 2018. He is working for Nestle Company.

The following questions are based on the statement above:

- CLO1  
C1 (a) Define expatriate. [5 marks]
- CLO1  
C2 (b) Explain **FIVE (5)** challenges of Mr. Dennis as an expatriate. [10 marks]
- CLO1  
C3 (c) Apply **FIVE (5)** common elements in the typical expatriate compensation package that Mr. Dennis may receive while working here in Malaysia. [10 marks]

**QUESTION 2**

- CLO1  
C2 (a) Interpret **FIVE (5)** Hofstede's Cultural Dimensions with Malay culture in Malaysia. [10 marks]
- CLO1  
C3 (b) Most MNCs have a cultural strategic predisposition towards doing things in a particular way. There are four distinct strategic predispositions that might be used by MNCs. Write any **THREE (3)** of these strategic predispositions. [15 marks]

### QUESTION 3

- CLO1  
C2 (a) Compare between National Cultures and Organizational Cultures using appropriate examples. [5 marks]
- CLO1  
C3 (b) Imagine you are the owner of a Multinational Company that have business in textile industry and you wish to open a new branch in China. As the owner, apply one organizational culture that you think is suitable to be implemented in China and give your justification for the answer. [10 marks]
- CLO1  
C4 (c) A textiles company in Korea is planning to discuss the effects of COVID-19 to fashion industry. If you are a Marketing Manager in that company, figure out any **TWO (2)** verbal communication styles and their characteristics that you might use to communicate with your subordinates from this Korean Company. [10 marks]

### QUESTION 4

You have a business in Malaysia that produces masks. Due to COVID-19, the demand for masks increases, therefore you would like to export your masks to Middle East and United States of America through a joint venture with an agent company from these two countries. In order to make your negotiation successful, you have to:

- CLO3  
C3 (a) Apply any **TWO (2)** bargaining behaviours that you might use during the negotiation. [10 marks]
- CLO3  
C4 (b) Determine **FIVE (5)** negotiation processes that you need to go through so that your negotiation will become successful. [15 marks]

**SOALAN TAMAT**