

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI II: 2021/2022

DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 8 JULAI 2022

MASA : 8.30 PAGI - 10.30 PAGI (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

SECTION A : 100 MARKS**INSTRUCTION:**

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

QUESTION 1

- CLO1
C1 (a) Identify **FIVE (5)** differences between international and domestic business [10 marks]
- CLO1
C2 (b) i. List **FIVE (5)** Internal environment in international [5 marks]
- ii. Explain the implication of international business area towards:
- International Marketing [5 marks]
 - Global Supply Chain Management [5 marks]

QUESTION 2

- CLO1
C1 (a) Interpret the **THREE (3)** types of government takeover [10 marks]
- CLO1
C2 (b) i. Explain the international strategies used by Multidomestic Firms [6 marks]
- ii. Discuss **THREE (3)** differences between Transnational and Global Firm [9 marks]

QUESTION 3CLO2
C1

- (a) Describe the following modes of entry
- i. Joint Venture [5 marks]
 - ii. Manufacturing Contract [5 marks]

CLO2
C3

- (b) i. Examine market entry methods for franchising and provide an example [6 marks]
- ii. Write **THREE (3)** advantages and disadvantages of Franchising [9 marks]

QUESTION 4CLO2
C2

- (a) Discuss any **TWO (2)** elements of culture [10 marks]

CLO2
C3

- (b) Examine China culture based on Hofstede's five dimension [15 marks]

SOALAN TAMAT