

**SULIT**



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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR**

**SESI I : 2022 / 2023**

**DPP20013 : INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 14 DISEMBER 2022**

**MASA : 2.30 PM – 4.30 PM (2 JAM)**

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Kertas ini mengandungi **TIGA (3)** halaman bercetak.

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

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**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) Describe **TWO (2)** impacts of globalization towards international business [10 marks]
- (b) Elaborate the following external environment in the international business.
- CLO1  
C2 i. Political environment [5 marks]
- ii. Economic environment [5 marks]
- iii. Sociocultural environment [5 marks]

**QUESTION 2**

- CLO1  
C1 (a) Differences in political systems can be found in how the country provides services, protect rights and enforce the rule of law. Describe the following political system:
- i. Democracy [5 marks]
- ii. Totalitarianism [5 marks]
- CLO1  
C2 (b) Discuss **THREE (3)** constraints facing by the Small and Medium Sized International Enterprise at the international level [15 marks]

**QUESTION 3**CLO2  
C1

(a) Describe the types of exporting as stated below

- i. Direct Exporting [5 marks]
- ii. Indirect Exporting [5 marks]

CLO2  
C3

(b) Write how the following mode of entry operate:

- i. Turnkey Project [5 marks]
- ii. Management Contract [5 marks]
- iii. Joint Venture [5 marks]

**QUESTION 4**CLO2  
C2

(a) Hofstede's cultural dimensions theory is a framework for a cross-cultural communication, developed by Geert Hofsted. Explain the following cultural dimension.

- i. Power Distance Index [5 marks]
- ii. Uncertainty Avoidance [5 marks]

CLO2  
C3

(b) Write about the culture environment by doing business in Nigeria

[15 marks]

**SOALAN TAMAT**