

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK
KEMENTERIAN PENDIDIKAN TINGGI**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2017

DPP2013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 27 OKTOBER 2017

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

INSTRUCTION:

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

QUESTION 1CLO1
C1

(a) i) Identify **THREE (3)** reasons companies involve in International Business. [6 marks]

ii) State **TWO (2)** impacts of globalization in International Business activities. [4 marks]

CLO1
C1

(b) Describe the types of Multinational Enterprise below:

i) Multi-domestic company [5 marks]

ii) Multinational company [5 marks]

iii) Transnational company [5 marks]

QUESTION 2CLO2
C1

(a) Describe **TWO (2)** approaches to enter a business to foreign countries. [10 marks]

CLO2
C2

(b) i) Explain **FOUR (4)** benefits of exporting. [8 marks]

ii) Explain **TWO (2)** drawbacks of exporting. [7 marks]

QUESTION 3CLO3
C2

(a) Describe **TWO (2)** types of legal system

i. Religious law [5 marks]

ii. Common law [5 marks]

CLO3
C2

(b) Explain **THREE (3)** ways of reducing country risks [15 marks]

QUESTION 4

- CLO3
C3
- (a) Identify the any **TWO (2)** elements of culture [10 marks]
- CLO3
C3
- (b) Discuss Hofstede Cultural Dimensions below:
- i. Individualism versus Collectivism [5 marks]
 - ii. Masculinity versus Femininity [5 marks]
 - iii. Short term orientation versus long term [5marks]

SOALAN TAMAT