

**SULIT**



**KEMENTERIAN PENDIDIKAN TINGGI  
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI**

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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR**

**SESI II : 2023/2024**

**DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 05 JUN 2024**

**MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)**

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

**INSTRUCTION:**

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

**QUESTION 1**

CLO1 (a) Identify **FIVE (5)** differences between international and domestic business.  
[10 marks]

CLO1 (b) i. Choose any **FIVE (5)** Internal environment in international business.  
[5 marks]

ii. Explain the implications of international business area towards:

a. International Marketing [5 marks]

b. Global Supply Chain Management [5 marks]

**QUESTION 2**

CLO1 (a) Describe the **THREE (3)** types of government takeover.  
[10 marks]

CLO1 (b) i. Explain the international strategies of Multidomestic Firms.  
[6 marks]

ii. Discuss **THREE (3)** differences between Transnational and Global Firm.  
[9 marks]

**QUESTION 3**

- CLO2 (a) Describe the following modes of entry.
- i. Joint Venture [5 marks]
  - ii. Manufacturing Contract [5 marks]
- CLO2 (b) i. Examine market entry methods for franchising with the example. [6 marks]
- ii. Write **THREE (3)** advantages and disadvantages of Franchising. [9 marks]

**QUESTION 4**

- CLO2 (a) Discuss any **TWO (2)** elements of culture in international business. [10 marks]
- CLO2 (b) Examine China culture based on Hofstede's five dimensions. [15 marks]

**END OF QUESTION**