

**SULIT**



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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR  
SESI DISEMBER 2017**

**DPP2013 : INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 05 APRIL 2018  
MASA : 11.15 PAGI - 1.15 TENGAHARI (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**

**INSTRUCTION:**

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

**QUESTION 1**

CLO1  
C1

(a) Describe **FOUR (4)** impacts of globalization towards international business activities.

[10 marks]

CLO1  
C2

(b) Outline **FIVE (5)** characteristics of Multinational Enterprise (MNE) below with relevant example.

- (i) Multidomestic firm
- (ii) Global firm
- (iii) Transnational firm

[15 marks]

**QUESTION 2**

CLO2  
C1

(a) Describe issues that firm has to take into consideration while making decision on:

- (i) Where to enter foreign market
- (ii) When to enter foreign market

[10 marks]

CLO2  
C2

(b) Discuss any **THREE (3)** entry modes of international business.

[15 marks]

## QUESTION 3

CLO3  
C2

(a) Differentiate between common law and civil law.

[10 marks]

CLO3  
C3(b) Interpret **THREE (3)** methods on how a firm can manage their country risk due to political changes. Provide appropriate example for each.

[15 marks]

## QUESTION 4

CLO3  
C3

(a) Interpret the impact of these elements of culture in international business:

- (i) Language
- (ii) Manners and customs

[10 marks]

CLO3  
C3

(b) Apply all the Hofstede Cultural Dimension to China scenario.

[15 marks]

SOALAN TAMAT