

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 : 2025/2026

DPP20023 : INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 08 MEI 2026

MASA : 3.00 PETANG – 5.00 PETANG (2 JAM)

Kertas soalan ini mengandungi **TIGA (3)** halaman bercetak.
Bahagian A: Struktur (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)** structured questions. Answer **ALL** questions.

QUESTION 1

CLO1

- (a) Identify **FIVE (5)** differences between international business and domestic business.

[10 marks]

- (b) Describe the external environments of international business below:

- i. Economic environment
- ii. Political Environment
- iii. Socio-cultural environment

[15 marks]

QUESTION 2

CLO1

- (a) Describe **TWO (2)** types of political systems in international business.

[10 marks]

- (b) Explain the legal types of political systems that affect international business.

- i. Common Law
- ii. Civil Law
- iii. Religious Law

[15 marks]

QUESTION 3

- CLO1 (a) Identify **FOUR (4)** key constraints faced by Small and Medium-Sized International Enterprises (SMIEs) when operating in international markets. [10 marks]
- (b) Discuss **FIVES (5)** types of Non-Equity modes of entry methods in international business. [15 marks]

QUESTION 4

- CLO1 (a) Describe **FOUR (4)** elements of culture in international business. [10 marks]
- (b) Discuss **FIVE (5)** Hofstede Cultural Dimensions in international business. [15 marks]

END OF QUESTION