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 I : 2026/2027

DPP20023: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 5 NOVEMBER 2026
MASA : 8:30 PAGI– 10:30 PAGI (2 JAM)

Kertas ini mengandungi **LIMA (5)** halaman bercetak.

Struktur (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

STRUCTURED QUESTIONS: 100 MARKS

INSTRUCTION:

This section consists of **FOUR (4)** structured questions. Answer all questions.

CLO1

QUESTION 1

(a) Globalization exerts a profound influence on international business activities. State any **TWO (2)** drivers of globalization.

[5 marks]

(b) Internal environmental factors refer to the conditions within a company that influence its operations and overall performance on global scale. Explain **FIVE (5)** internal environmental factors.

[10 marks]

(c) Explain **TWO (2)** motives of entering foreign market in international business.

[10 marks]

(b) In order to respond and operate efficiently, a Multinational Enterprise can adapt an organizational structure that suits its global strategy. Explain the strategy given below.

i. Global Corporate Form – by product
ii. Global Corporate Form – by geographic region
iii. Global Corporate Form – by function
iv. Matrix Organization

[10 marks]

(c) Small and Medium-Sized International Enterprises (SMIEs) play an important role in global business activities. However, these enterprises may face various challenges when expanding and operating in international markets. Explain **FOUR (4)** constraints faced by Small and Medium-Sized International Enterprises (SMIEs).

[10 marks]

CLO1 **QUESTION 4**

(a) List **FIVE (5)** elements of culture.

[5 marks]

(b) A multinational fast-food corporation plans to launch a new product line in a culturally conservative foreign market. Explain **FOUR (4)** elements of culture from the list below, and how failure to adapt to these elements could lead to marketing or operational failure for the firm:

- *Aesthetics*
- *Religion*
- *Material Culture*
- *Language*