

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 : 2024/2025

DPP20023 : INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 14 MEI 2025

MASA : 8.30 PAGI – 10.30 PAGI (2 JAM)

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

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)** questions. Answers **ALL** questions.

QUESTION 1

- (a) Identify **TWO (2)** motives for entering foreign markets in international business.

[10 marks]

- (b) Explain the concepts of international business to functional areas below:

- i. Global Supply Chain Management
- ii. International Financial System
- iii. International Human Resource

[15 marks]

QUESTION 2

- (a) Describe the country risk produced by political systems in international business as stated below:

- i. Embargoes and sanctions
- ii. Boycotts

[10 marks]

- (b) Elaborate **FIVE (5)** types of legal systems in international business.

[15 marks]

QUESTION 3

(a) Define with example the terms of MNEs in international business below:

- i) Multidomestic firm
- ii) Multinational Firm
- iii) Global firm
- iv) Transnational firm

[15 marks]

(b) Choose **FIVE (5)** international market-entry methods in international business

[10 marks]

QUESTION 4

(a) Describe the elements of cultural in international business below:

- i) Religion
- ii) Material Culture
- iii) Language
- iv) Social Organization
- v) Manners and customs

[10 marks]

(b) Discuss **THREE (3)** Hofstede Cultural Dimensions in international business.

[15 marks]

END OF QUESTIONS