

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 I : 2023/2024

DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 21 DISEMBER 2023
MASA : 2.30 PTG – 4.30 PTG (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)

INSTRUCTION:

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

QUESTION 1

Raja's company has been selling women's clothing since 1990 and has dominates the domestic business ever since. Starting in 2024, this company will plan to expand the market to other ASEAN countries and become an international company.

- CLO 1 (a) Identify **FOUR (4)** characteristics of the domestic business and the international business.

[10 marks]

- CLO 1 (b) Discuss **FIVE (5)** external environments that Raja's Company will encounter when they have decided to go international.

[15 marks]

QUESTION 2

- CLO 1 (a) i. Define political systems.

[2 marks]

- ii. Describe **TWO (2)** types of political systems.

[8 marks]

- CLO 1 (b) Explain **FIVE (5)** constraints of Small and Medium-Sized International Enterprises (SMEs)

[15 marks]

QUESTION 3

- CLO 2 (a) i. List down **FOUR (4)** non-equity modes of entry in international the business. [4 marks]
- ii. Describe **THREE (3)** disadvantages of Franchising. [6 marks]
- CLO 2 (b) The renowned American electric vehicle (EV) manufacturer, Tesla Inc., commenced operation in Malaysia on July 20, 2023, by introducing its Model Y to the local market.
Write **THREE (3)** factors influencing Tesla on deciding the best mode of entry in Malaysia. [15 marks]

QUESTION 4

- CLO 2 (a) Describe **TWO (2)** ways to overcome cultural differences. [10 marks]
- CLO 2 (b) Malaysia Airlines has used the Hofstede Cultural Dimensions in its organizational culture because it reflects the broader international and global culture followed by the company, which also present and practice internally in all its various locations and offices worldwide.
Based on the above statement, write **FIVE (5)** Hofstede Cultural dimensions in the international business. [15 marks]

SOALAN TAMAT