

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI
KEMENTERIAN PENGAJIAN TINGGI**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI I : 2022 / 2023

DPP20013 : INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 14 DISEMBER 2022

MASA : 2.30 PM – 4.30 PM (2 JAM)

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

ESEI (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

SECTION A : 100 MARKS**INSTRUCTION:**

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

QUESTION 1

- CLO1
C1
- (a) Describe **TWO (2)** impacts of globalization towards international business [10 marks]
- (b) Elaborate the following external environment in the international business.
- CLO1
C2
- i. Political environment [5 marks]
- ii. Economic environment [5 marks]
- iii. Sociocultural environment [5 marks]

QUESTION 2

- CLO1
C1
- (a) Differences in political systems can be found in how the country provides services, protect rights and enforce the rule of law. Describe the following political system:
- i. Democracy [5 marks]
- ii. Totalitarianism [5 marks]
- CLO1
C2
- (b) Discuss **THREE (3)** constraints facing by the Small and Medium Sized International Enterprise at the international level [15 marks]

QUESTION 3CLO2
C1

(a) Describe the types of exporting as stated below

- i. Direct Exporting [5 marks]
- ii. Indirect Exporting [5 marks]

CLO2
C3

(b) Write how the following mode of entry operate:

- i. Turnkey Project [5 marks]
- ii. Management Contract [5 marks]
- iii. Joint Venture [5 marks]

QUESTION 4CLO2
C2

(a) Hofstede's cultural dimensions theory is a framework for a cross-cultural communication, developed by Geert Hofstede. Explain the following cultural dimension.

- i. Power Distance Index [5 marks]
- ii. Uncertainty Avoidance [5 marks]

CLO2
C3

(b) Write about the culture environment by doing business in Nigeria

[15 marks]

SOALAN TAMAT