

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI
KEMENTERIAN PENDIDIKAN MALAYSIA**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2018

DPP2013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 27 OKTOBER 2018

MASA : 8.30 PAGI - 10.30 PAGI (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

INSTRUCTION:

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

ARAHAN:

Bahagian ini mengandungi EMPAT (4) soalan esei. Jawab SEMUA soalan.

QUESTION 1

CLO1
C1 (a) Describe **TWO (2)** impacts of globalization towards international business [10 marks]

CLO1
C2 (b) Describe the terms as stated below:

- i. Developing and Emerging Economies (DMNEs) [3 marks]
- ii. Transnational Firm [4 marks]
- iii. Global Firm [4 marks]
- iv. Multinational Firm [4 marks]

QUESTION 2

CLO2
C1 (a) Discuss the types of exporting as stated below

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

The joint venture is a commercial enterprise in which two or more companies join their forces to gain a tactical and strategic edge in the market.

CLO2
C2 (b) i. Discuss **THREE (3)** benefits of Joint Venture [9 marks]

ii. Explain **TWO (2)** disadvantages of Joint Venture [6 marks]

QUESTION 3

- CLO3
C2
- (a) Describe **TWO (2)** types of legal system as stated below:
- i. Civil law [5 marks]
 - ii. Socialist law [5 marks]

- CLO3
C3
- (b) Interpret **THREE (3)** methods of managing country risk [15 marks]

QUESTION 4

- CLO3
C3
- (a) Interpret any **TWO (2)** elements of culture [10 marks]

- CLO3
C3
- (b) i. Interpret Hofstede Cultural Dimensions below:
- a. Power Distance Index [4 marks]
 - b. Individualism versus Collectivism [4 marks]
- ii. Interpret **TWO (2)** methods of doing business in the United States [7 marks]