

SULIT



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

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI DISEMBER 2018

DPP2013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 13 APRIL 2019

MASA : 11.15 PAGI - 1.15 TENGAHARI (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

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INSTRUCTION:

This section consists of **ESSAY** questions. Answer **ALL** questions.

QUESTION 1CLO1
C1

- (a) i. Define external environment in international business [2 marks]
- ii. Describe the following international environmental terms used in international business.

- a. Economic Environment [4 marks]
- b. Political Environment [4 marks]

CLO1
C2

- (b) i. Explain what is Small and Medium Sized International Enterprises (SMIEs). [5 marks]
- ii. Explain any **TWO (2)** types of Multinational Enterprises (MNEs). [10 marks]

QUESTION 2CLO2
C1

- (a) Describe the following basic decisions before entering foreign markets.
- i. Where to enter [5 marks]
- ii. How to enter [5 marks]

CLO2
C2

- (b) Discuss the following mode of entry.
- i. Greenfield Investment [5 marks]
- ii. Wholly owned subsidiary [5 marks]
- iii. Merge and acquisition [5 marks]

QUESTION 3

- | | | |
|------------|---|------------|
| CLO3
C1 | (a) i. List any FIVE (5) principles of democracy | [5 marks] |
| | ii. Describe Socialism of Political Systems | [5 marks] |
| CLO3
C2 | (b) i. Identify FIVE (5) types of legal systems | [5 marks] |
| | ii. Explain any TWO (2) types of the legal systems | [10 marks] |

QUESTION 4

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|------------|--|------------|
| CLO3
C2 | (a) Explain the elements of culture as stated below: | |
| | i. Religion | [5marks] |
| | ii. Government Involvement | [5 marks] |
| CLO3
C3 | (b) Interpret the etiquette and manners of doing business in Japan . | [15 marks] |

SOALAN TAMAT

