

SULIT



**BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENGAJIAN POLITEKNIK
KEMENTERIAN PENDIDIKAN MALAYSIA**

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2015

PP302: INTERNATIONAL BUSINESS

TARIKH : 19 OKTOBER 2015

TEMPOH : 2.30PM – 4.30PM (2 JAM)

Kertas ini mengandungi **ENAM BELAS (16)** halaman bercetak.

Bahagian A: Objektif (25 soalan)

Bahagian B: Esei (3 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

SECTION B : 75 MARKS**BAHAGIAN B : 75 MARKAH****INSTRUCTION:**

This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

ARAHAN:

*Bahagian ini mengandungi **TIGA (3)** soalan esei. Jawab **SEMUA** soalan.*

QUESTION 1**SOALAN 1**CLO1
C1

- a) Describe the process of globalisation

Terangkan mengenai proses globalisasi

[3 marks]
[3 markah]

CLO1
C2

- b) Identify **FIVE (5)** factors of globalisation

*Kenalpasti **LIMA(5)** faktor globalisasi*

[10 marks]
[10 markah]

CLO1
C4

- c) Explain **FOUR (4)** non-equity based mode of entry

*Terangkan **EMPAT (4)** mod kemasukan bukan ekuiti*

[12 marks]
[12 markah]

QUESTION 2**SOALAN 2**CLO2
C2

- a) Discuss **THREE (3)** impacts of political risk that can affect the value of firm's business

*Bincangkan **TIGA(3)** kesan risiko politik yang boleh menjejaskan nilai perniagaan sesebuah firma*

[9 marks]
[9 markah]

CLO2
C2

- b) Explain any **FOUR (4)** elements of culture

*Jelaskan **EMPAT (4)** elemen budaya*

[16 marks]
[16 markah]

QUESTION 3
SOALAN 3

With more than 1,300 reported deaths from Ebola in West Africa, the virus continues to be an urgent health crisis, but it is also having a devastating impact on the economies of Guinea, Liberia and Sierra Leone. "The economy has been deflated by 30% because of Ebola," Sierra Leone's Agriculture Minister Joseph Sam Sesay told the BBC.

He said President Ernest Bai Koroma revealed this staggering and depressing news to ministers at a special cabinet meeting. "The agricultural sector is the most impacted in terms of Ebola because the majority of the people of Sierra Leone - about 66% - are farmers," he said.

Source: www.bbc.com. 2014

You may use the news article above to answer the following questions:
Anda boleh menggunakan artikel di atas untuk menjawab soalan berikut:

CLO3
C4

- a) Identify **ONE (1)** type of external environmental force that affect international business

*Kenal pasti **SATU (1)** faktor persekitaran luaran yang memberi kesan perniagaan antarabangsa*

[5 marks]
[5 markah]

CLO3
C4

- b) Analyse **THREE (3)** impacts of Ebola towards West Africa's international business

*Analisa **TIGA (3)** kesan Ebola kepada perniagaan antarabangsa Di Afrika Barat*

[12 marks]
[12 markah]

CLO3
C2

- c) Discuss any **TWO (2)** other external environmental forces that affect international business

*Bincangkan **DUA (2)** faktor persekitaran luaran lain yang memberi kesan kepada perniagaan antarabangsa*

[8 marks]
[8 markah]

SOALAN TAMAT