



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 II : 2025/2026

DPP40093: INTERNATIONAL TRADE

TARIKH : 09 MEI 2026

MASA : 11.30 PAGI – 1.30 PETANG (2 JAM)

Kertas ini mengandungi **EMPAT (4)** halaman bercetak.

Struktur (4 soalan)

Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

STRUCTURE: 100 MARKS**INSTRUCTION:**

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

QUESTION 1

- CLO1 (a) State **FOUR (4)** advantages of international trade with suitable examples.
[10 marks]
- CLO1 (b) Explain **FIVE (5)** factors that speed up the growth of international trade.
[15 marks]

QUESTION 2

- CLO1 (a) Between the 16th and 18th centuries, Mercantilism theory influenced the trade policies of major European powers. Explain **TWO (2)** key mechanisms used in the Mercantilist theory to increase national wealth and power.
[10 marks]
- CLO1 (b) FreshBite, a Malaysian start-up, launched a veggie-based burger that quickly gained popularity in Kuala Lumpur. As demand grew, the company expanded sales to other Southeast Asian countries. A few years later, global fast-food chains began offering similar veggie-based options at lower prices.
Examine **FOUR (4)** stages of FreshBite's product based on the Product Life Cycle (PLC) theory.
[15 marks]

QUESTION 3

- CLO1 (a) Brunei, a developing country, wants to protect its agricultural sector while ensuring food security for its citizens. Brunei government impose trade barrier of import tariffs and, regulation and technical standards on imported fruits and vegetables.
- i. Write **TWO (2)** trade barriers imposed by the Brunei government.
[6 marks]
- ii. Ascertain **TWO (2)** reasons why the Brunei's government implement trade barrier.
[4 marks]
- CLO1 (b) You are the owner of a Small and Medium Enterprise (SME) in Malaysia planning to expand your business to international markets. To succeed, your company needs support and guidance from relevant government agencies.
- i. Find **THREE (3)** roles of Halal Department Corporation (HDC) that can assist your company in expanding halal products internationally.
[9 marks]
- ii. Determine **TWO (2)** reasons Halal Department Corporation is important for SMEs entering global markets.
[6 marks]

QUESTION 4

A Malaysian food-processing company, TropiSnacks, plans to expand its sales to neighboring ASEAN countries. With the ASEAN Free Trade Area (AFTA) agreement, the company can export its tropical fruit chips at reduced tariff rates. However, it also faces stronger competition of similar snack producers from Thailand and Indonesia.

- CLO1 (a) Write **TWO (2)** advantages that TropiSnacks gains from Malaysia's participation in AFTA. [10 marks]
- CLO1 (b) Some Malaysian businesses struggle to compete with cheaper imports from ASEAN countries under AFTA.
- i. Figure out **TWO (2)** challenges TropiSnacks may face when competing with other ASEAN snack producers under AFTA. [4 marks]
 - ii. Determine **TWO (2)** factors that could affect TropiSnack's competitiveness in the ASEAN market. [6 marks]
 - iii. Find **ONE (1)** effective strategy TropiSnacks could implement to remain competitive in the ASEAN market, and justify your answer. [5 marks]

END OF QUESTIONS