

**SULIT**



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

**JABATAN PERDAGANGAN**

**PEPERIKSAAN AKHIR**

**SESI JUN 2019**

**DPP2013: INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 31 OKTOBER 2019**

**MASA : 11.15 PAGI - 1.15 TENGAHARI (2 JAM)**

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

Esei (4 soalan)

Dokumen sokongan yang disertakan : Tiada

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**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.

**QUESTION 1**

CLO1  
C1

(a) i) Define international business as compared to domestic business.

[4 marks]

ii) State **THREE (3)** impacts of globalization in International Business activities.

[6 marks]

CLO1  
C2

(b) Describe briefly the following types of Multinational Enterprise below:

i) Multi-domestic company

ii) Multinational company

iii) Transnational company

[15 marks]

**QUESTION 2**

CLO2  
C1

(a) Describe briefly **TWO (2)** approaches to penetrate the foreign market.

[10 marks]

CLO2  
C2

(b) i) Explain **FOUR (4)** benefits of exporting.

[8 marks]

ii) Describe **TWO (2)** drawbacks of exporting.

[7 marks]

**QUESTION 3**CLO3  
C1

- (a) Each country's political system is reasonably distinctive. Describe any **TWO (2)** major types of political systems.

[10 marks]

CLO3  
C2

- (b) Explain **THREE (3)** methods for a country to manage their risks due to political changes.

[15 marks]

**QUESTION 4**CLO3  
C2

- (a) Culture can be known as knowledge, beliefs and norm acquired by a person as a members in the society. Describe any **FIVE (5)** components of culture to a certain country.

[10 marks]

CLO3  
C3

- (b) Interpret China's culture based on Hofstede's **FIVE (5)** dimensions of culture framework.

[15 marks]

**SOALAN TAMAT**