

SULIT



**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 I : 2024/2025

DPP20023: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 24 NOVEMBER 2024

MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)

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

Struktur (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.

QUESTION 1

- CLO1 (a) Globalization has significantly impacted international business, leading to various implications.
- i. Give any **TWO (2)** drivers of globalization in international business. [4 marks]
- ii. Describe **THREE (3)** implications of globalization in international business. [6 marks]
- CLO1 (b) Compare any **FIVE (5)** differences between domestic business and international business. [15 marks]

QUESTION 2

- CLO1 (a) Political systems vary widely across different nations.
- i. Highlight **TWO (2)** characteristics of totalitarianism. [4 marks]
- ii. Identify any **THREE (3)** country risks affected by political systems in international business. [6 marks]
- CLO1 (b) Legal systems are essential for maintaining order, resolving disputes, and ensuring justice within a society. Discuss any **THREE (3)** types of legal systems in international business. [15 marks]

QUESTION 3

- CLO1 (a) Describe **FOUR (4)** types of Multinational Enterprises (MNEs) in international business.

[10 marks]

- CLO1 (b) Non-equity modes of entry are strategies that allow a company to enter a foreign market without taking a significant ownership stake. Explain **FIVE (5)** strategies for non-equity modes of entry in international business.

[15 marks]

QUESTION 4

- CLO1 (a) i. State **FIVE (5)** business functions that affect culture.

[5 marks]

- ii. List down any **FIVE (5)** elements of culture.

[5 marks]

- CLO1 (b) Hofstede's Cultural Dimensions is a framework for understanding how cultural differences impact behavior in an international business context. Interpret **FIVE (5)** Hofstede's Cultural Dimensions with relevant examples.

[15 marks]

END OF QUESTION