

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 : 2025/2026

DPP20023 : INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 02 DISEMBER 2025

MASA : 11.30 PAGI – 1.30 PETANG (2 JAM)

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

Bahagian A: 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)** structured questions. Answer **ALL** questions.

QUESTION 1

CLO1 (a) Identify **TWO (2)** external environments in international business [10 marks]

CLO1 (b) Explain **FIVE (5)** criteria that highlight the differences between international business (IB) and domestic business (DB) [15 marks]

QUESTION 2

CLO1 (a) Identify the characteristics of political systems below:
i) Totalitarianism
ii) Democracy [10 marks]

CLO1 (b) Elaborate **THREE (3)** strategies that companies can use to manage country risks in international business and provide suitable examples to support your answer. [15 marks]

CLO1

QUESTION 3

(a) Describe **FOUR (4)** organisation design structures in international business. [10 marks]

CLO1

(b) Discuss **THREE (3)** equity-based modes of entry methods in international business below:

i) Wholly Owned Subsidiary

ii) Joint Venture

iii) Strategic Alliances

[15 marks]

QUESTION 4

CLO1

(a) Describe the culture elements differences for international business in continent countries below:

[10 marks]

i) China

ii) United State of America

[15 marks]

CLO1

(b) Elaborate **THREE (3)** Hofstede Cultural Dimensions in international business.

SOALAN TAMAT