

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

DPP20013: INTRODUCTION TO INTERNATIONAL BUSINESS

TARIKH : 22 NOVEMBER 2025

MASA : 8.30 PAGI – 10.30 PAGI (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)

SULIT

INSTRUCTION:

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

QUESTION 1

CLO 1 (a) Identify **FOUR (4)** differences between international and domestic business.
[10 marks]

CLO 1 (b) Globalization is the integration of markets, nation states, and technologies to a degree never witnessed before – in a way that is enabling individuals, corporations, and nation states to reach around the world farther, faster, deeper, and cheaper than ever before” – Thomas Friedman.

Explain **THREE (3)** drivers of globalization towards international activities.
[15 marks]

QUESTION 2

CLO 1 (a) Define the terms below:

i. Embargo
ii. Expropriation
iii. Boycotts
iv. Sanctions
v. Confiscation
[10 marks]

CLO 1 (b) Multinational companies (MNCs) significantly influence international business by driving globalization, fostering economic integration, and shaping global markets. They achieve this through various strategies, including expanding into new markets, adapting to local conditions, and leveraging technological advancements.

Explain **THREE (3)** types of multinational companies.
[15 marks]

QUESTION 3

CLO 2

- (a) In 1998, the German car manufacturer Daimler-Benz (maker of Mercedes-Benz) and the American automaker Chrysler entered a \$36 billion “merger of equals,” aiming to create a global automotive giant. The idea was to combine Daimler’s luxury car expertise with Chrysler’s mass-market presence in the U.S., but it failed to materialize. Discuss **FIVE (5)** reasons that could lead to a **FAILED** of joint venture.

[10 marks]

CLO 2

- (b) Globalization allows Multinational companies (MNCs) to expand their global market reach by operating in various countries, subsequently increasing sales and profit. One of the methods used to penetrate foreign markets is a non-equity mode of entry. Apply **THREE (3)** types of non-equity modes of entry for MNCs to expand their business internationally.

15 marks]

QUESTION 4

CLO 2

- (a) Explain **FOUR (4)** cultural elements as a measure of cultural differences between countries.

[10 marks]

Dimension	Definition (2 marks)	Malaysian’s dimension (High/Low) (1 mark)	Example (2 marks)
<i>Example i. Long Term Orientation</i>	<i>How every society has to maintain some links with its own past while dealing with the challenges of the present and future, and societies prioritize these two existential goals differently.</i>	<i>Low</i>	<i>Malaysian Malaysia has a normative culture, in which societies have a strong concern with establishing the absolute Truth; they are normative in their thinking. They</i>

			<i>exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results.</i>
i. Power Distance			
ii. Uncertainty Avoidance			
iii. Individualism vs Collectivism			

CLO 2 (b) Based on the table above, write Hofstede's cultural dimensions framework in Malaysia.

[15 marks]

END OF QUESTIONS