

**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)**

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

Bahagian A: Struktur (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)** 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:

i) China

ii) United State of America

[10 marks]

CLO1

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

[15 marks]

**END QUESTIONS**