

**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 II : 2023/2024**

**DPP20023 : INTRODUCTION TO INTERNATIONAL BUSINESS**

**TARIKH : 25 MEI 2024**

**MASA : 8.30 PAGI - 10.30 PAGI (2 JAM)**

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

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**

**SECTION A : 100 MARKS****INSTRUCTION:**

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

**QUESTION 1**

CLO1 (a) In international business, the internal environment refers to the factors and conditions within a company that influence its operations, decision-making processes, and overall performance on a global scale. Identify **FIVE (5)** internal environments

[10 marks]

CLO1 (b) External environment refers to the factors and forces beyond a company's control. Discuss **THREE (3)** external factors in international business

[15 marks]

**QUESTION 2**

CLO1 (a) Democracy is a political system in which power is vested in the hands of the people, either directly or through elected representatives. Identify **FIVE (5)** principles of democracy.

[10 marks]

CLO1 (b) The relationship between political systems and types of economic systems is fundamental to understanding how societies organize themselves and allocate resources. Explain the following economy systems.

i. Market Economies

[5 marks]

ii. Command Economies

[5 marks]

iii. Mixed economies

[5marks]

**QUESTION 3**

CLO1 (a) Identify **FIVE (5)** constraints of Small and Medium Sized International Enterprises (SMIEs) when they engage in international business activities.

[10 marks]

CLO1 (b) Discuss the following modes of entry:

i. Joint Venture

[5 marks]

ii. Wholly Owned Subsidiaries

[5 marks]

iii. Contract Manufacturing

[5 marks]

**QUESTION 4**

CLO1 (a) i. List **FIVE (5)** elements of culture in international business

[5 marks]

ii. Describe the role of language in preserving cultural heritage and transmitting knowledge across generations.

[5 marks]

CLO1 (b) Elaborate any **THREE (3)** Hofstede Cultural Dimension in relation to Nigeria culture

[15 marks]

**END OF QUESTION**