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**KOLEJ YAYASAN PELAJARAN JOHOR  
ONLINE FINAL EXAMINATION**

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**COURSE NAME : INTRODUCTION TO INTERNATIONAL BUSINESS**  
**COURSE CODE : DSM 3223**  
**EXAMINATION : NOVEMBER 2020**  
**DURATION : 6 HOURS**

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**INSTRUCTION TO CANDIDATES**

1. This question paper consists of **ONE (1)** parts : PART A (100 Marks)
2. Please refer to the detailed instructions in this question paper.
3. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources.
4. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
5. Write your details as follows in the upper left corner for each answer sheet:
  - i. Student Full Name
  - ii. Identification Card (I/C) No.
  - iii. Class Section
  - iv. Course Code
  - v. Course Name
  - vi. Lecturer Name
6. Each answer sheet must have a page number written at the bottom right corner.
7. Answers should be handwritten, neat and clear.

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**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO**

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*This examination paper consists of 3 printed pages including front page*

**PART A**

This part consist of **FOUR (4)** questions.

Answer ALL questions in Answer Sheet.

**QUESTION 1**

a. International business consists of business transaction between parties from more than one country. Explain **four (4)** reasons why it is important for business students to study international business.

(8 marks)

b. International business differs from domestic business in several ways. Relate **four (4)** differences and their implications to companies.

(12 marks)

**QUESTION 2**

a. Describe any **three (3)** important points of Mercantilism theory.

(6 marks)

b. Demonstrate Relative Factors Endowment Theory outlined by Eli Haeckers & Betsil Ohlin with an appropriate example.

(7 marks)

c. Product Life Cycle (PLC) was originated in the marketing field to describes the evolution of marketing strategies. With a proper diagram, analyze clearly the shift of market in each stage of Product Life Cycle for innovating and imitating country.

(17 marks)

**QUESTION 3**

- a. Determine the simplest form of international business activity.  
(6 marks)
- b. Toyota Motor Corporation of Japan has set up its automobile assembly plant in Bukit Raja Klang, Malaysia. They used the Greenfield strategy and bought land, constructed new facilities and even transferred managers from Japan to Malaysia. New employees are also hired from Japan. Based on the information above, carry out **three (3)** advantages and **three (3)** disadvantages of this strategy.  
(18 marks)
- c. Compare the Acquisition and the Joint Venture Strategy.  
(6 marks)

**QUESTION 4**

- a. Differentiate between Honeymoon and Disillusionment phases in acculturation process experienced by personnel sent for an overseas assignment.  
(10 marks)
- b. There are several ways to Multinational Corporations (MNC) can reduce expatriate failure rate. Apply **three (3)** ways on hows MNC's can reduce this problem.  
(10 marks)

**[100 MARKS]****END OF QUESTION PAPER**

