



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

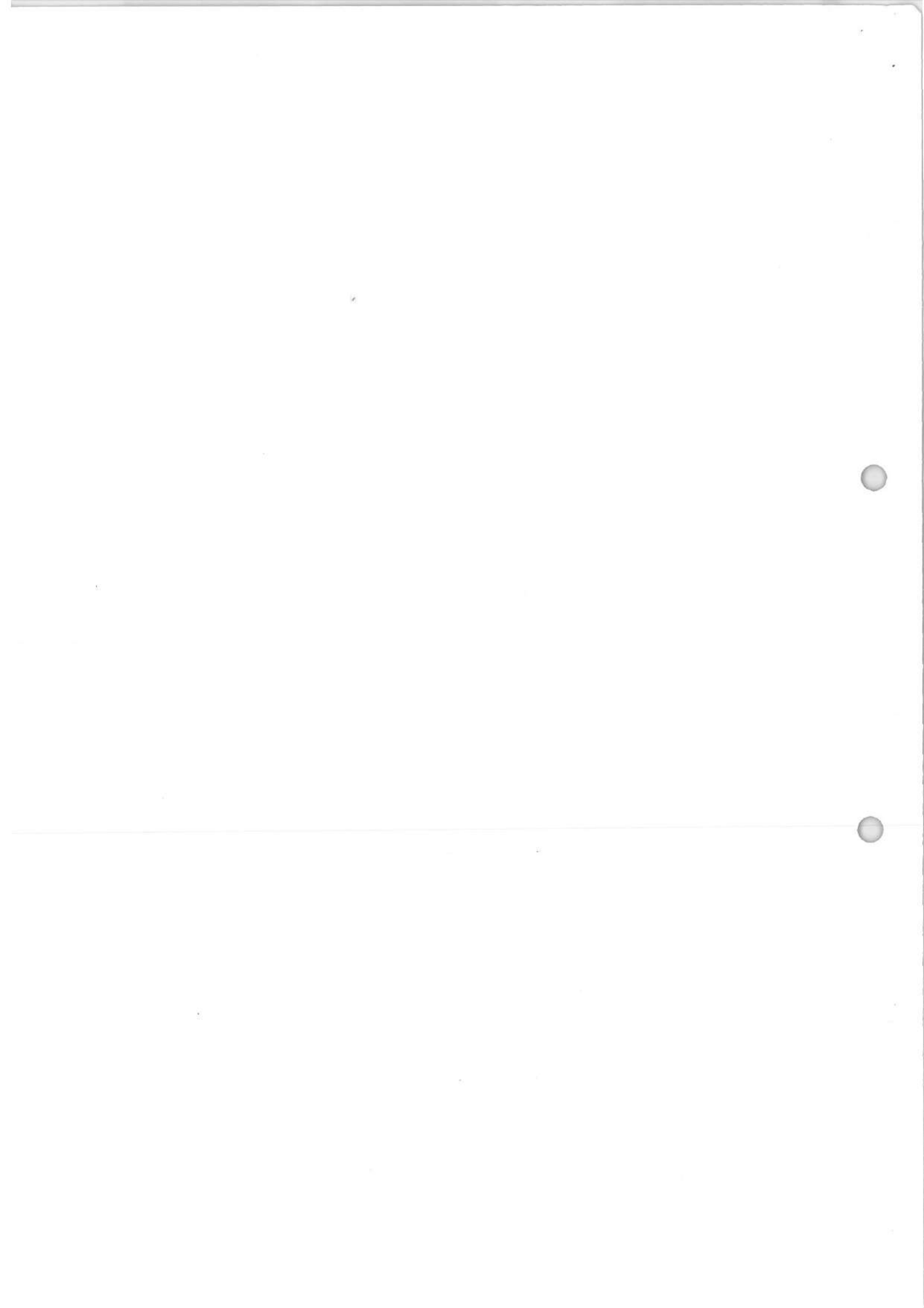
COURSE NAME : INTRODUCTION TO INTERNATIONAL BUSINESS
COURSE CODE : DSM3223
EXAMINATION : OCTOBER 2019
DURATION : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This examination paper consists only **ONE** part (5 Questions)
2. Answer **ALL** questions in the Answer Booklet. Start each answer on a new page.
3. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
4. Please check to make sure that this examination pack consist of:
 - i. Question Paper
 - ii. Answer Booklet
5. Answer ALL questions in English

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

This examination paper consists of 3 printed pages including front page



This part contains of **FIVE (5)** questions.
Answer ALL questions in Answering Booklet

QUESTION 1

- a. Explain any **four (4)** reasons why students study International Business.
(8 marks)
- b. Discuss any **three (3)** forms of International Business activities.
(12 marks)

QUESTION 2

- a. Illustrate **three (3)** stages in International Product Life Cycle Theory.
(14 marks)
- b. Compare inter-industry with intra-industry trade.
(6 marks)

QUESTION 3

- a. Define Multinational Corporation (MNC).
(2 marks)
- b. Explain **four (4)** positive impact of MNC to host countries.
(8 marks)
- c. Discuss the elements of Hofstede Five Dimension.
(10 marks)

QUESTION 4

- a. Define franchising and discuss **three (3)** reasons for people choosing to run franchising compared to others mode.
(10 marks)
- b. Describe **three (3)** advantages and **two (2)** disadvantages of joint venture.
(10 marks)

QUESTION 5

- a. Discuss the **three (3)** different Staffing Philosophy Approach that can be used to hire managers for a firm's international operation.
(12 marks)
- b. Explain **four (4)** types of training needed for expatriate manager.
(8 marks)

END OF QUESTION PAPER