



**KOLEJ YAYASAN PELAJARAN JOHOR
FINAL EXAMINATION**

COURSE : INTRODUCTION TO INTERNATIONAL BUSINESS
COURSE CODE : DSM3223
EXAMINATION : OCTOBER 2018
TIME : 3 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **TWO (2)** parts :
PART A (50 Marks)
PART B (50 Marks)

2. Do not bring any material into the examination room unless permission is given by the inviligator.

3. Please check to make sure that this examination pack consists of:
 - i. the Question Paper
 - ii. an Answer Booklet

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THIS EXAMINATION PAPER CONSISTS OF 5 PRINTED PAGES

PART A

This parts consists of **SEVEN (7)** questions. / *Bahagian ini mengandungi **TUJUH (7)** soalan.*

Answer **FIVE (5)** questions only in answer booklet. / *Jawab **LIMA (5)** soalan sahaja di dalam buku jawapan.*

QUESTION 1

Briefly explain any **four (4)** international business activities.

*Terangkan secara ringkas mana-mana **empat (4)** aktiviti perniagaan antarabangsa.*

(10 marks/markah)

QUESTION 2

International business consists of business transaction between parties from more than one country. Explain any **four (4)** importance of studying international business.

*Perniagaan antarabangsa terdiri daripada transaksi perniagaan antara satu pihak dengan pihak lain yang melibatkan lebih dari satu negara. Terangkan mana-mana **empat (4)** kepentingan mempelajari perniagaan antarabangsa.*

(10 marks/markah)

QUESTION 3

Discuss **four (4)** major components of the Balance of Payment.

*Bincangkan **empat (4)** komponen utama dalam Imbangan Pembayaran.*

(10 marks/markah)

QUESTION 4

Hofstede's culture framework has developed five dimensions differentiating people across culture. Explain the cultural dimension.

Kerangka kebudayaan Hofstede mengandungi lima dimensi yang membezakan masyarakat antara budaya dengan budaya yang lain. Terangkan dimensi budaya tersebut.

(10 marks/markah)

QUESTION 5

Explain **four (4)** additional factors to be taken into consideration when decide to exporting to the foreign market.

Terangkan empat (4) faktor tambahan yang perlu dipertimbangkan apabila membuat keputusan untuk mengeksport ke pasaran luar negara.

(10 marks/markah)

QUESTION 6

Explain **three (3)** advantages and **two (2)** disadvantages of licensing.

Terangkan tiga (3) kebaikan dan dua (2) keburukan perlesenan.

(10 marks/markah)

QUESTION 7

Explain **three (3)** forms of business strategy that can be applied in international marketing management.

Terangkan tiga (3) bentuk strategi pemiagaan yang boleh digunakan dalam pengurusan pemasaran antarabangsa

(10 marks/markah)

[50 MARKS/MARKAH]

PART B

This parts consists of **THREE (3)** questions./ Bahagian ini mengandungi **TIGA (3)** soalan.

Answer **TWO (2)** questions only in answer booklet./ Jawab **DUA (2)** soalan sahaja di dalam buku jawapan.

QUESTION 1

Foreign Direct Investment or FDI occurs when a company from one country invests in another country as an effort to secure lasting interest in the other country's enterprises to produce a product or service.

Pelaburan Langsung Asing atau FDI berlaku apabila syarikat dari satu negara melabur di negara yang lain sebagai usaha untuk menjamin minat yang berterusan dalam pemiagaan di negara tersebut untuk menghasilkan produk atau perkhidmatan.

- a. Explain **three (3)** methods of FDI.

*Terangkan **tiga (3)** kaedah FDI.*

(9 marks/markah)

- b. Discuss **two (2)** advantages and **two (2)** disadvantages of Greenfield Strategy.

*Bincangkan **dua (2)** kebaikan dan **dua (2)** keburukan Strategi Greenfield*

(16 marks/markah)

QUESTION 2

In global marketing, firms need to be able to accurately configure the marketing mix elements, as their marketing strategies may have to be standardized or adapted to a certain extent to suit the needs of local markets in order to be successful abroad.

Dalam pemasaran global, syarikat-syarikat perlu menyusun dengan tepat elemen-elemen campuran pemasaran, kerana strategi pemasaran mereka perlu diseragamkan atau disesuaikan dengan tahap tertentu untuk memenuhi keperluan pasaran tempatan agar berjaya di luar negara.

- a. Analyse the meaning of international marketing.

Analisa maksud pemasaran antarabangsa.

(4 marks/markah)

- b. Explain **four (4)** types of promotion mix.

Terangkan empat (4) jenis campuran promosi.

(12 marks/markah)

- c. Discuss **three (3)** basic pricing policies available to international marketers.

Bincangkan tiga (3) polisi harga yang tersedia untuk pemasar antarabangsa.

(9 marks/markah)

QUESTION 3

New expatriates may experience a sense of loss regarding their old culture environment as well as confusion, rejection, self-doubt and decreased self-esteem from working in a new and unfamiliar cultural setting.

Ekspatriat baru akan mengalami rasa kehilangan terhadap persekitaran budaya lama mereka dan berasa keliru, penolakan, keraguan dan kekurangan motivasi diri dari bekerja dalam suasana budaya baru yang tidak dikenali.

- a. Discuss **four (4)** phases in acculturation. Support your answer with diagram.

Bincangkan empat (4) fasa dalam akulturasi. Sokong jawapan anda dengan gambar rajah.

(13marks/markah)

- b. Explain **two (2)** reasons expatriate failure and **two (2)** ways overcome this issue.

Jelaskan dua (2) sebab kegagalan ekspatriat dan dua (2) cara mengatasi masalah ini.

(12 marks/markah)

[50 MARKAH]

END OF QUESTION PAPER

