

SULIT

POLITEKNIK
Jabatan Pengajian Politeknik

BAHAGIAN PEPERIKSAAN DAN PENILAIAN
JABATAN PENGAJIAN POLITEKNIK
KEMENTERIAN PENDIDIKAN MALAYSIA

JABATAN PERDAGANGAN

PEPERIKSAAN AKHIR

SESI JUN 2013

PP302: INTERNATIONAL BUSINESS

TARIKH : 23 OKTOBER 2013
TEMPOH : 2 JAM (8.30 AM - 10.30 AM)

Kertas ini mengandungi **SEMBILAN BELAS (19)** halaman bercetak.
Bahagian A: Objektif (25 soalan)
Bahagian B: Esei (3 soalan)
Dokumen sokongan yang disertakan : Tiada

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIARAHKAN

(CLO yang tertera hanya sebagai rujukan)

SULIT

SULIT

PP302: INTERNATIONAL BUSINESS

SECTION A : 25 MARKS

BAHAGIAN A : 25 MARKAH

INSTRUCTION:

This section consists of **TWENTY FIVE (25)** objectives questions. Mark your answers in the OMR form provided.

ARAHAN:

Bahagian ini mengandungi **DUA PULUH LIMA (25)** soalan objektif. Tandakan jawapan anda di dalam borang OMR yang disediakan.

CLO1
C1

1. _____ consist/s of business transactions between parties from more than one country.

_____ merupakan transaksi perniagaan antara dua pihak dari lebih dari satu negara.

- A. Currency exports / Export matawang
- B. International business / Perniagaan Antarabangsa
- C. Domestic business / Perniagaan domestic
- D. Global ventures / Usahasama global

CLO1
C2

2. McDonald has licensed its brand name, operational systems, and trademark to individual restaurant owners in Europe. This is called _____.

McDonald telah memberikan kebenaran kepada pemilik restoran di Eropah menggunakan jenama, operasi, dan tanda dagang mereka. ianya dipanggil _____.

- A. leasing
pajakan
- B. renting
sewaan
- C. franchising
franchising
- D. contract
kontrak

CLO1
C2

3. Syarikat ABC from Malaysia purchases dates from Saudi Arabia to sell in its stores in Malaysia. Which international business activity does this represent?

Syarikat ABC dari Malaysia membeli buah kurma dari Arab Saudi untuk dijual di kedai-kedainya di seluruh Malaysia. Apakah aktiviti perniagaan antarabangsa yang dilakukan?

- A. Exporting / Mengeksport
- B. Importing / Mengimport
- C. Merchandising / Mempromosi jualan
- D. Transporting / Penghantaran

CLO1
C2

4. Global company is an organization that attempts to standardize and integrate operation worldwide in most or all functional areas. Global company includes all of the following activity **EXCEPT** _____.

*Syarikat Global adalah sebuah organisasi yang cuba untuk menyeragamkan dan mengintegrasikan seluruh dunia beroperasi dalam kebanyakan atau semua bidang fungsian. Syarikat global termasuk semua yang berikut **KECUALI** _____.*

- A. critical in formulating and implementing strategy
menitikberatkan pembangunan dan pelaksanaan strategi
- B. decentralize decision making
pembuatan keputusan teragih
- C. cost efficiency
keberkesanan kos
- D. converging demand pattern
corak permintaan yang sama

CLO1
C2

5. Nike use of manufacturing facilities in Asia is an example of _____.

Nike menggunakan fasiliti kilang di Asia adalah contoh kepada _____.

- A. leverage of core competencies / memanfaatkan teras kompetensi
- B. acquisition of resources / perolehan sumber
- C. access to new markets / peluang mendapatkan pasaran baru
- D. all of the above / semua di atas

CLO1
C2

6. Which of the following statements explain the definition of international business?

Antara berikut yang manakah menerangkan tentang definasi perniagaan antarabangsa?

- A. Business transaction that take place within national boundaries.
Transaksi perniagaan yang berlaku dalam ruang lingkup nasional
- B. Business transaction that take place across national boundaries.
Transaksi perniagaan yang berlaku di luar ruang lingkup nasional
- C. Business transaction that involves many parties.
Transaksi perniagaan yang melibatkan banyak pihak.
- D. Business activities that deals with suppliers from the same country.
Aktiviti perniagaan yang berurusan dengan pembekal daripada negara yang sama

CLO1
C2

7. Following are the main reasons why firms choose to engage in international business activity, **EXCEPT**

*Antara berikut merupakan sebab utama mengapa firma memilih untuk terlibat di dalam aktiviti perniagaan antarabangsa, **KECUALI***

- A. To expand their market
Untuk mengembangkan sayap pasaran mereka
- B. To acquire resource
Untuk mendapatkan sumber-sumber
- C. To avoid lack of focus toward market
Untuk mengelakkan kekurangan tumpuan terhadap pasaran
- D. To adapt with changes in technology
Untuk menyesuaikan diri dengan perubahan teknologi

CLO1
C2

8. Which of the following is **NOT** a factor to determine the entry modes of international business as seen by a firm?

*Antara berikut, yang manakah **BUKAN** faktor yang dilihat oleh firma ketika memilih mod kemasukan untuk perniagaan antarabangsa?*

- A. Advantages received from equity
Kelebihan yang diterima melalui ekuiti
- B. Experience in international business transaction
Pengalaman dalam transaksi perniagaan antarabangsa
- C. Ability to differentiate their product from others
Kebolehan untuk membezakan produk mereka dengan pihak lain
- D. Large number of employees
Jumlah pekerja yang besar

CLO1
C2

9. There are three types of Multinational Corporations (MNCs). Which one from the list is **NOT** an MNC?

*Terdapat tiga jenis Syarikat Multinasional (MNCs). Antara berikut yang manakah **BUKAN** jenis MNC?*

- A. Multidomestic company
Syarikat multidomestik
- B. Global company
Syarikat global
- C. Mixed domestic company
Syarikat campuran domestik
- D. Transnational company
Syarikat transnational

CLO1
C2

10. Which of the followings are the characteristics of MNCs?

Antara berikut yang manakah criteria MNCs?

- i. Affiliated firms that are linked by ties of common ownership
Menghubungkan firma dibawah satu pemilikan yang umum
 - ii. A common pool of resources
Melibatkan satu pengumpulan sumber
 - iii. Has operation in one country
Beroperasi di sebuah Negara
 - iv. Has headquarter in home county
Mempunyai ibu pejabat di negara asal
- A. i, ii and iii only
i, ii dan iii sahaja
 - B. i, ii dan iv only
i, ii dan iv sahaja
 - C. i, iii dan iv only
i, iii dan iv sahaja
 - D. All of the above
Semua yang di atas

CLO1
C2

11. Multinational corporations are better known as _____.

Syarikat Multinational lebih dikenali sebagai _____.

- A. international corporations
syarikat antarabangsa
- B. domestic corporations
syarikat domestic
- C. transnational corporations
syarikat Transnasional
- D. joint ventures
syarikat usahasama

CLO2
C2

12. Which of the following is the best statement about markets?

Manakah antara berikut merupakan pernyataan paling hampir mengenai pasaran?

- A. Markets are usually a good way to organize economic activity.
Pasaran merupakan cara paling baik untuk menganjurkan aktiviti.
- B. Markets are generally inferior to central planning as a way to organize economic activity.
Pasaran umumnya lebih rendah daripada perancangan pusat sebagai satu cara untuk menganjurkan aktiviti ekonomi
- C. Markets failure is not an acceptable way to organize economic activity.
Kegagalan pasaran tidak boleh diterima sebagai salah satu cara untuk menganjurkan aktiviti ekonomi.
- D. Markets are a good way to organize economic activity in developed nations, but not in less-developed nations.
Pasaran merupakan cara yang terbaik untuk menganjurkan aktiviti bagi negara membangun tetapi tidak bagi negara yang kurang membangun.

CLO2
C213. Which of the following is *not* an element of a proper definition of economic development?*Manakah antara berikut bukan merupakan elemen dalam definisi yang betul bagi pembangunan ekonomi?*

- A. Growth in GNP per capita / *Pertumbuhan GNP per kapita*
- B. Industrialization / *Perindustrian*
- C. Improvements in standards of living / *Peningkatan taraf hidup*
- D. Reductions in poverty / *Pengurangan kemiskinan*

CLO2
C214. Which of the following is *not* generally a characteristic of informal sector employment?*Manakah antara berikut bukan merupakan ciri-ciri sektor pekerjaan tidak rasmi?*

- A. Low incomes / *Pendapatan rendah*
- B. Industrial production / *Pengeluaran perindustrian*
- C. Irregular work hours / *Waktu berkerja yang tidak teratur*
- D. Service work / *Kerja perkhidmatan*

CLO2
C2

15. Belief is _____

Kepercayaan adalah _____

- A. behavioral consistency towards entity or objects
perlakuan yang konsisten terhadap sesuatu entiti atau objek
- B. an organized pattern of knowledge that an individual holds to be true about the world
pengetahuan atau kepercayaan yang dipegang oleh individu terhadap sesuatu perkara yang dianggap betul tentang perkara di dunia
- C. beliefs or group norms that are shared and apprehended by individuals
kepercayaan atau norma kumpulan yang dikongsi dan dihayati oleh individu
- D. way of living, practiced by human beings, that are transmitted from one generation to another
cara hidup yang diamalkan oleh manusia yang diturunkan dari satu generasi ke generasi yang lain

CLO1
C2

16. Which of the followings are the forces that faced by MNCs in determining their form of operation?

Antara berikut, yang manakah merupakan tekanan yang dihadapi oleh MNCs dalam menentukan jenis operasi mereka?

- A. Local needs and cost pressure
Permintaan tempatan dan tekanan kos
- B. Foreign needs and technology pressure
Permintaan luar dan tekanan teknologi
- C. Local needs and technology pressure
Permintaan tempatan dan tekanan teknologi
- D. Foreign needs and cost pressure
Permintaan luar dan tekanan kos

CLO2
C2

17. What is the definition of culture?

Apakah definisi budaya?

- A. A collection of values, beliefs, behaviors, customs and attitudes that distinguish a society
Satu koleksi nilai, kepercayaan, amalan dan kelakuan yang membezakan sesebuah masyarakat
- B. A collection of language and communication skills that enable firms to communicate internationally
Satu koleksi bahasa dan kemahiran komunikasi yang membolehkan sesebuah firma untuk berkomunikasi di peringkat antarabangsa
- C. A series of steps in determining a traditions and religious beliefs
Satu siri peringkat untuk mengenalpasti tradisi dan kepercayaan agama
- D. A clear view of human behavior attitudes that enable society to sit together and cooperate with each other
Satu pandangan jelas mengenai kelakuan yang membolehkan masyarakat duduk bersama dan bekerjasama

CLO2
C2

18. Non-verbal communication is one of culture element. For Americans, the avoidance of eye contact when speaking is considered impolite. Why is this happened?

Komunikasi bukan lisan merupakan salah satu elemen dalam budaya. Bagi orang Amerika, mengelak kontak mata ketika berkomunikasi dianggap sebagai biadap. Mengapakah keadaan ini berlaku?

- A. due to differences in culture, non-verbal communication is often lead to misunderstanding
kerana perbezaan dalam budaya, komunikasi tidak lisan selalu menimbulkan masalah ketidaksefahaman
- B. due to limited knowledge about other parties, it is hard to involve with other parties activities
kerana kekurangan pengetahuan mengenai pihak lain, ia membuatkan kesukaran timbul dalam berinteraksi dengan pihak lain
- C. due to barriers in language, both parties cannot communicate well
kerana halangan dalam bahasa, kedua-dua pihak tidak dapat berkomunikasi dengan baik
- D. due to different system of shared beliefs and rituals in a country
kerana perbezaan sistem kepercayaan dan ritual di sesebuah negara

CLO2
C2

19. Choose from the list which dimension are included in Hofstede's 5 cultural dimensions.

Daripada senarai berikut, pilih dimensi manakah yang tersenarai dalam 5 dimensi budaya Hofstede.

- i. Power distance
Jarak kuasa
- ii. Collectivism vs Individualism
Kumpulan vs Individu
- iii. Masculinity vs Femininity
Lelaki vs Perempuan
- iv. Age vs Lifestyle
Umur vs Gaya hidup

- A. i, ii and iii only
i, ii dan iii sahaja
- B. i, ii and iv only
i, ii dan iv sahaja
- C. ii, iii and iv only
ii, iii dan iv sahaja
- D. all of the above
semua yang di atas

CLO2
C220. From the list below, choose one that is **NOT** a component of culture.*Daripada senarai di bawah, antara yang berikut yang manakah **BUKAN** komponen budaya?*

- A. Values and norms
Nilai dan norma
- B. Attitude
Sikap
- C. Religion
Agama
- D. Market influence
Pengaruh pasaran

CLO2
C2

21. _____ consists of specific learned norms based on attitudes, values, and beliefs, all of which exist in every nation.

_____ terdiri daripada norma-norma tertentu yang dipelajari berdasarkan sikap, nilai dan kepercayaan, semua yang wujud di dalam setiap bangsa.

- A. Culture / Budaya
- B. Morals / Moral
- C. Self-efficacy / Keberkesanan sendiri
- D. Self-concepts / Konsep sendiri

CLO3
C4

22. International business may cause cultural change (dynamics) because it may

Perniagaan antarabangsa boleh menyebabkan perubahan budaya (dinamik) kerana ianya boleh

- A. influences rural people to take factory jobs.
mempengaruhi penduduk luar bandar untuk bekerja di kilang.
- B. causes national boundaries to change.
menyebabkan perubahan sempadan negara.
- C. shifts jobs to low-wage countries.
beralih pekerjaan kepada negara bergaji rendah.
- D. causes basic value systems to be formed later in life.
membentuk sistem nilai asas untuk digunakan dimasa hadapan.

CLO3
C4

23. All of the following are mentioned as good rules when handling translations **EXCEPT**

Berikut menjelaskan peraturan terbaik dalam menangani penterjemahan **KECUALI**

- A. do a back-translation for written work
melakukan penterjemahan untuk kerja bertulis.
- B. use simple words whenever possible
menggunakan perkataan yang mudah.
- C. use slang
menggunakan dialek
- D. get references from the people who will translate for you
mendapatkan rujukan daripada sesiapa yang boleh menterjemahkan

CLO2
C3

24. The followings are nonmaterial culture **EXCEPT**

Berikut adalah bukan budaya kebendaan **KECUALI**

- A. Clothing
Pakaian
- B. Value
Nilai
- C. Religion
Agama
- D. Attitude
Sikap

CLO3
C4

25. The boycott of Denmark products by Muslims is retaliation following the publication of images of the Prophet Mohammad in their local newspaper. This happen because _____

Pemulauan produk Denmark oleh orang islam adalah merupakan tindak-balas terhadap penerbitan gambar Nabi Mohammad S.A.W di akhbar Denmark. Ianya berlaku disebabkan _____

- A. its economy is better
ekonomi Denmark lebih baik
- B. its culture is better
budaya Denmark lebih baik
- C. Denmark do not understand other country's culture
Denmark tidak memahami budaya negara lain
- D. Denmark do not care about others
Denmark tidak peduli tentang orang lain

SECTION B : 75 MARKS

BAHAGIAN A : 75 MARKAH

INSTRUCTION:

This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

ARAHAN:

Bahagian ini mengandungi **TIGA (3)** soalan esei. Jawab **SEMUA** soalan.

QUESTION 1

SOALAN 1

CLO1
C1

- a) List down **THREE (3)** uncontrollable forces and **TWO (2)** controllable forces that influence international business

*Nyatakan **TIGA (3)** tekanan luar kawalan dan **DUA (2)** tekanan terkawal yang mempengaruhi perniagaan antarabangsa.*

[5marks]

[5 markah]

CLO1
C2

- b) From the list above, describe all **TWO (2)** controllable forces and provide example for each explanation to support your answer.

*Daripada senarai di atas, terangkan **KEDUA-DUA (2)** tekanan terkawal dan berikan contoh untuk setiap penerangan untuk menyokong jawapan anda.*

[8marks]

[8 markah]

CLO1
C2

- c) From the list above, describe all **THREE (3)** uncontrollable forces and provide example for each explanation to support your answer.

*Daripada senarai di atas, terangkan **KETIGA-TIGA (3)** tekanan luar kawalan dan berikan contoh untuk setiap penerangan untuk menyokong jawapan anda.*

[12 marks]

[12 markah]

QUESTION 2

SOALAN 2

CLO2
C3

- a) Describe the following economic system:
Terangkan berkenaan sistem ekonomi berikut:

- i. Market economy
Ekonomi pasaran

[2.5 marks]

[2.5 markah]

- ii. Mixed economy
Ekonomi campuran

[2.5 marks]

[2.5 markah]

CLO2
C3

- b) Describe the following key economic indicators that affect the level of economic development of a country:

Terangkan mengenai penanda aras ekonomi berikut yang memberi kesan kepada tahap perkembangan ekonomi negara:

- i. Per capita income

Pendapatan per kapita

[2 marks]

[2 markah]

- ii. Quality of life

Kualiti hidup

[2 marks]

[2 markah]

- iii. Purchasing power

Kuasa membeli

[2 marks]

[2 markah]

- iv. Structure of production

Struktur penghasilan

[2 marks]

[2 markah]

CLO2
C3

- c) Discuss each of the country categories.

Bincangkan mengenai kategori negara-negara berikut.

- i. Developed countries

Negara sudah membangun

[4 marks]

[4 markah]

- ii. Developing countries

Negara yang sedang membangun

[4 marks]

[4 markah]

- iii. New industrializing countries (NICs)

Negara industry baru

[4 marks]

[4 markah]

QUESTION 3**SOALAN 3**

You may use news article below to answer the following question.

Anda boleh menggunakan artikel berikut untuk menjawab soalan seterusnya.

Suicide car bombing hits central Syrian town

Activists say 30 people are killed as a building used by pro-regime militiamen is targeted in Salamiyeh.

A deadly suicide car bombing has killed several people in the Syrian town of Salamiyeh, opposition activists and state media say.

Monday's bombing targeted a building used by pro-regime militiamen and killed more than 30 people, according to the Syrian Observatory for Human Rights.

State news agency SANA also reported the blast, saying that "a terrorist suicide car bomb was detonated in the heart of Salamiyeh, leaving a number of people killed and others wounded".

The town, located in the central Hama province, has so far been relatively spared from the violence that has gripped the country since the uprising began in March, 2011.

The UK-based Observatory also reported a deadly powerful explosion in the Damascus neighbourhood of Dummar.

'Thwarts the conspiracy'

The blasts came as Syria's defence minister said that the army would keep chasing rebels all over the country "until it achieves victory and thwarts the conspiracy that Syria is being subjected to".

General Fahd Jassem al-Frej's comments came as activists reported air raids and shelling around the nation, including a helicopter raid in the northeastern town of Tabqa said to have killed eight people.

Meanwhile, Syrian opposition leaders meeting in Istanbul, Turkey, postponed forming a transitional government.

The Syrian National Coalition launched talks on Saturday in a second bid to form a government.

The 70-member coalition was formed with Western and Gulf backing in Qatar at the beginning of December. Power struggles among its members have undermined efforts to agree a transitional government.

A five-member committee would to put forward proposals on a government to the coalition within 10 days, it said on Monday.

The committee would "consult opposition forces and the Free Syrian Army and friendly states to get their opinion about forming the government and the extent to which they can honour the necessary commitments for its financial and political viability," the coalition said in a statement.

Sources at the negotiations in Istanbul said on Sunday that Syrian National Coalition President Moaz al-Khatib had flown to Qatar to secure promises of financial aid for a transitional government in rebel-held areas.

The talks had been hit by disagreement over whether a transitional government could survive when al-Khatib left in the middle of deliberations, the sources said.

Al-Jazeera, 22 Jan 2013

CLO3
C3

- a) It is hard for a firms that engage in international market to avoid political risk.
Explain **THREE (3)** types of political risks available in international market.

*Adalah susah bagi sesebuah syarikat yang terlibat di dalam pasaran antarabangsa untuk mengelak daripada berhadapan dengan risiko politik. Terangkan **TIGA (3)** senarai risiko politik yang terdapat di dalam pasaran antarabangsa.*

[10 marks]

[10 markah]

CLO3
C4

- b) Explain the impacts of political risks on international business activities.

Terangkan mengenai kesan-kesan daripada risiko politik kepada aktiviti perniagaan antarabangsa.

[15 marks]

[15 markah]

SOALAN TAMAT