

SECTION A: 100 MARKS**INSTRUCTION:**

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

QUESTION 1

Siti is a business owner. She runs a bakery company, Chips & Chocolate in Jalan Bangsar, Kuala Lumpur. She has a huge network of branches and a well-established firm in Malaysia. She decides to open a bakery outlet in Brunei.

- CLO1
C1 (a) Identify **TWO (2)** reasons why she decided to open her branch in Brunei. [10 marks]
- CLO1
C2 (b) Discuss **FIVE (5)** external environments that Siti will encounter in Brunei if she decides to open her bakery outlet there. [15 marks]

QUESTION 2

- CLO1
C1 (a) Describe **FOUR (4)** ways to manage a country's risk in the international business. [10 marks]
- CLO1
C2 (b) Explain **FIVE (5)** constraints of Small and Medium-Sized International Enterprises (SMIEs). [15 marks]

QUESTION 3

CLO1
C1

- (a) Identify **TWO (2)** equity modes of entry that offer small investment, easy access to a new market and willingness to share risk. [10 marks]

CLO1
C3

- (b) Share **THREE (3)** basic decisions a firm needs to take when entering other markets. [15 marks]

QUESTION 4

CLO1
C2

- (a) As a manager in XYZ Company in China, you would like to expand your textiles business to Malaysia. Discuss any **TWO (2)** cultural challenges that the company needs to face when it decides to enter Malaysia's market.

[10 marks]

CLO1
C3

- (b) Apply China's culture based on Hofstede's **FIVE (5)** dimensions of culture framework. [15 marks]

END OF QUESTION

