PENINSULA COLLEGE GEORGETOWN

TAKE HOME EXAMINATION

Student NRIC : ______________________________

Student ID : ______________________________

Programme	:	**DIPLOMA IN BUSINESS STUDIES (MQA/FA9259)**
Intake	:	**September 2019**
Course	:	**International Business**
Course Code	:	**DIB3003**
Duration	:	**3 Hours**

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY.**
2. Answer **ALL** questions.
3. Answers to the questions are to be written into own A4 sized papers.
4. Please write your NRIC number or student ID number on every page of your answer script. **Do NOT** write your name.
5. Please write page number on every page of your answer script.
6. Please **KEEP** the hardcopy of your answer script.
7. 1 mark will be deducted for every minute delay in submission after the 20 minutes lapse with maximum of 10 minutes delay is allowed.
8. After 30 minutes, any submission will **NOT** be accepted, 0 marks will be awarded.

WARNING:
The Examination Board of Peninsula College Georgetown regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(*This booklet contains 2 printed pages including this page*)

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Answer **ALL FOUR (4)** questions on the separate sheet provided. **[100 marks]**

1. a) Discuss **TWO (2)** impacts of regional economic integration on the small and medium enterprises (SMEs) in Malaysia. (10 marks)

   b) Evaluate the role of the World Bank and International Monetary Fund (IMF) in global economy. (10 marks)

   c) GT Apparel, a clothing company in the United Kingdom, wants to import shirts from either Malaysia or Indonesia. The shirts are identical; only the price is different. The price of one shirt from Malaysia is RM30 and Rp70,000 for shirt from Indonesia. Assume that GT Apparel is using the spot rate and is making an immediate payment. If the exchange rate is RM5.85/GBP1.00 and Rp20,000/GBP1.00. Which supplier should GT Apparel in UK buy the shirts from? Justify your answer clearly. (5 marks)

2. a) Explain global strategy, multidomestic strategy, and transnational strategy with real examples. (9 marks)

   b) Discuss how Econsave develops its business-level strategy. Propose **THREE (3)** suggestions to Econsave on how to survive in the competitive retail market. (16 marks)

3. In 2020, Japanese lifestyle retailer Muji's U.S. operations filed for bankruptcy with a total debt of $64 million. Identify **FIVE (5)** challenges Muji faced in its global expansion. (25 marks)

   Source: Lung, T. (2020, July 12). Beyond The Pandemic: Why Muji Failed To Survive In The U.S. *Forbes*. Retrieved from: https://www.forbes.com/sites/tiffanylung/2020/07/12/beyond-the-pandemic-why-muji-failed-to-survive-in-the-us/?sh=382cb1676d2c

4. You are a sport shoes manufacturer in Malaysia. Your company plans to expand to international market.

   a) Select any **ONE (1)** country to enter. Choose **an** appropriate mode of entry. Justify your decision logically. (15 marks)

   b) Examine the **THREE (3)** barriers to your international communication strategy. (10 marks)

- END OF QUESTIONS -