PENINSULA COLLEGE GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	**JANUARY 2025 SEMESTER**
Programme Name	:	**DIPLOMA IN BUSINESS STUDIES** **DIPLOMA IN E-BUSINESS TECHNOLOGY**
Course Code & Name	:	**DBBM4074 DEB2313 INTERNATIONAL BUSINESS**
Duration	:	**3 HOURS**

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY.**
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:
The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in 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*)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided. **[100 marks]**

1 a) Briefly explain international business. (5 marks)

b) Describe **TWO (2)** benefits of globalisation of market. (5 marks)

c) Analyse **FIVE (5)** benefits of globalisation of production. (15 marks)

Total: [25 marks]

2. a) Describe **TWO (2)** types of foreign direct investments with examples. (6 marks)

b) Analyse the following theories with appropriate example:

i. Production Cycle Theory of Vernon (5 marks)

ii. The Internalisation Theory (5 marks)

iii. The Eclectic Paradigm of Dunning (5 marks)

c) Describe any **TWO (2)** types of regional economics. (4 marks)

Total: [25 marks]

3. a) Explain **FOUR (4)** functions of primary activities. (10 marks)

b) Explain **FOUR (4)** categories of support activities. (12 marks)

c) List **THREE (3)** strategies that can be implemented for international business Strategies. (3 marks)

Total: [25 marks]

4. a) Discuss **FOUR (4)** aspects of international distribution strategy. (10 marks)

b) Tabulate **THREE (3)** differences between push strategy and pull strategy. (9 marks)

c) Briefly describe **THREE (3)** factors that affect pricing decisions. (6 marks)

Total: [25 marks]

– END OF QUESTIONS –