



**PENINSULA**  
**COLLEGE**  
GEORGETOWN DK266-03(P)

## FINAL EXAMINATION

Semester	:	<b>JANUARY 2026 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN BUSINESS STUDIES</b>
Course Code & Name	:	<b>DBBM4074 INTERNATIONAL BUSINESS</b>
Duration	:	<b>3 HOURS</b>

### 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 with **TWO (2)** examples of its activities (4 marks)
- b) Globalisation significantly influences two key areas of business. Discuss these **TWO (2)** areas. (10 marks)
- c) List **FIVE (5)** benefits of globalisation of markets. (5 marks)
- d) Describe **THREE (3)** key aspects of globalisation. (6 marks)
- Total: [25 marks]
2. a) Distinguish between acquisitions and greenfield investments by explaining **TWO (2)** main differences between these approaches. (8 marks)
- b) Explain **FOUR (4)** reasons why companies choose mergers or acquisitions instead of establishing a new business from the beginning. (8 marks)
- c) Explain **THREE (3)** types of regional economic integration. (9 marks)
- Total: [25 marks]
3. a) Firms expanding into foreign markets must make several basic entry decisions. Discuss how the factors listed below influence these entry decisions.
  - i. Selection of the target foreign market (5 marks)
  - ii. Timing of market entry (5 marks)
  - iii. Scale of entry and strategic commitment (5 marks)
- b) Briefly describe any **FIVE (5)** entry mode for foreign markets. (10 marks)
- Total: [25 marks]
4. a) Explain **FOUR (4)** strategies in planning international operation. (12 marks)
- b) Explain **THREE (3)** factors to consider in developing international product strategies. (9 marks)
- c) List **FOUR (4)** international distributional strategies. (4 marks)
- Total: [25 marks]

**- END OF QUESTIONS -**