SECTION B : 75 MARKS
BAHAGIAN B : 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

a) Define international business

Definisikan perniagaan antarabangsa

[3 marks]

b) Explain any FIVE (5) external forces in international business

Terangkan LIMA(5) faktor luaran di dalam perniagaan antarabangsa

[10 marks]

c) Explain FOUR (4) reasons why firms involve themselves in international business

Terangkan EMPAT (4) sebab firma terlibat dalam perniagaan antarabangsa

[12 marks]
QUESTION 2
SOALAN 2

a) Define Totalitarianism.

Berikan definisi “Totalitarianisme”.

[3 mark]

[3 markah]

b) Classify FOUR (4) types of Totalitarianism.

Kelaskan EMPAT (4) jenis “Totalitarianisme”.

[4 marks]

[4 markah]

c) Describe a Legal System.

Jelaskan Sistem Perundangan.

[3 marks]

[3 markah]

d) Explain any THREE (3) different types of Legal Systems.

Terangkan mana-mana TIGA (3) jenis Sistem Perundangan yang berbeza.

[15 marks]

[15 markah]
Founded by Fred Deluca and Peter Buck in 1965, Subway is an American restaurant franchise that primarily sells submarine sandwiches and salads. It is owned and operated by Doctor's Associates, Inc. Subway plans to have 900 sandwich restaurants in China by the end of 2015, according to comments made to local media by the company's management. During recent years, the American and European fast food market has become nearly saturated, and emerging markets such as China and India have become new battlefields for Western fast food companies.

Source: www.thefranchistimes, 2014

You may use the news article above to answer the following questions:

Anda boleh menggunakan artikel di atas untuk menjawab soalan berikut:

a) Identify ONE (1) mode of entry strategy used by Subway to enter China’s market

Kenalpasti SATU (1) kaedah strategi kemasukan yang digunakan oleh Subway untuk memasuki pasaran China.

[4 marks]

b) Discuss FOUR (4) advantages of the stated strategy above.

Bincangkan EMPAT (4) kebaikan strategi seperti yang dinyatakan di atas.

[12 marks]

c) Discuss THREE (3) disadvantages of the stated strategy above.

Bincangkan TIGA (3) keburukan strategi seperti yang dinyatakan di atas.

[9 marks]

END OF QUESTIONS

SOALAN TAMAT