



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EEB10103
COURSE NAME	: INTRODUCTION TO INTERNATIONAL BUSINESS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
DATE	: 20 SEPTEMBER 2025
TIME	: 2.00PM – 5.00PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
 2. This question paper has information printed on both sides of the paper.
 3. This question paper consists of **FIVE (5)** Questions.
 4. Answer **ALL** questions.
 5. Please write your answers on the answer booklet provided.
 6. All questions must be answered in **English** (any other language is not allowed).
 7. This question paper must not be removed from the examination hall.
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THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

A multinational corporation must balance the need to achieve global efficiency by standardizing products and processes worldwide with the need to adapt to local markets by customizing offerings to meet different cultural, legal, and consumer preferences. This balance between global integration and local responsiveness is central to the Integration-Responsiveness Framework, which guides companies in choosing the strategies. Explain **FOUR (4)** international strategies, providing one example for each.

(20 marks)

Question 2

Identify and explain the international entry strategies for each scenarios below:

- a) FreshFarms, a Malaysian organic fruit producer, starts selling its premium durians and rambutans to supermarkets in Singapore and Thailand. The company packages its products locally and uses local distributors abroad to handle sales and delivery, without setting up operations or facilities in these countries.
- b) BobaBuzz, a popular Taiwanese bubble tea brand, allows entrepreneurs in Malaysia to open BobaBuzz outlets using its brand name, recipes, and business model. Malaysian franchisees pay an initial fee and ongoing royalties, while the parent company provides marketing support and quality control.
- c) EcoEnergy, a German renewable energy company, partners with a Malaysian firm to build and operate solar farms in Malaysia. Both companies invest capital, share risks and profits, and jointly manage the operations to comply with local regulations and leverage local market knowledge.
- d) A French engineering firm designs and constructs a state-of-the-art water treatment plant in Malaysia. The firm manages the entire project from planning to completion, then hands over the fully operational facility to the Malaysian government.

- e) A Japanese automobile manufacturer establishes a manufacturing plant in Malaysia by investing in land, equipment, and workforce. The company fully owns and controls the subsidiary, handling production, marketing, and distribution independently.

(20 marks)

Question 3

The countries in Southeastland began their cooperation by removing tariffs on goods traded among themselves while maintaining separate trade policies toward non-members. Later, they adopted a single external tariff rate for all non-member countries, allowed free movement of workers and investments, harmonized taxes and monetary regulations, and eventually formed a central government to coordinate foreign affairs, defense, and national policies. Identify the **FIVE (5)** levels of economic integration shown in the scenario in the correct order and briefly explain the main feature that distinguishes each level from the one before it.

(20 marks)

Question 4

Organizational architecture is important because it helps a company connect its goals with how it works inside. In international business, companies deal with many challenges like handling different markets, following various laws, and managing work across different countries and cultures. Explain **FIVE (5)** main components of organizational architecture in international business with relevant example each.

(20 marks)

Question 5

Control Systems are methods companies use to monitor and guide employee behavior and performance to ensure goals are met. Discuss **FOUR (4)** main types of control system in organisations. Justify your discussions with relevant examples.

(20 marks)

END OF EXAMINATION QUESTIONS