



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EEB10103
COURSE TITLE : INTRODUCTION TO INTERNATIONAL BUSINESS
PROGRAMME NAME : BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
DATE : 03 FEBRUARY 2026
TIME : 2:00PM - 5:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of TWO sections.
4. Answer ALL questions for Section A.
5. Section B consist of four questions. Answer THREE (3) questions only.
6. Please write your answer on the answer booklet provided.
7. Please answer all questions in English only.
8. Please answer MCQ/EMQ questions using OMR sheet. *Tick if applicable*
9. Refer to the attached Formula/ Appendies. *Tick if applicable*

SECTION A (Total: 40 marks)

Answer ALL questions.

Please use the answer booklet provided.

Question 1

Discuss **FIVE (5)** types of economic risk that influence business decisions in a foreign market.

(10 marks)

Question 2

Using Hofstede's cultural dimensions, explain how managers should adapt their leadership style when managing employees from diverse cultural backgrounds.

(10 marks)

Question 3

Evaluate **FIVE (5)** benefits of becoming a first mover in international market.

(10 marks)

Question 4

Explain **FIVE (5)** advantages of acquiring a local firm as a strategy for entering a foreign market.

(10 marks)

SECTION B (Total: 60 marks)

Answer THREE (3) questions only.

Please use the answer booklet provided.

Question 1

Globalization has reshaped the international business environment by reducing barriers to cross-border trade and increasing global connectivity. These changes have created new opportunities for firms of different sizes to engage in international markets.

Analyse **FOUR (4)** factors on how globalization has enabled small businesses to participate successfully in international markets.

(20 marks)

Question 2

An international apparel company outsources production to overseas suppliers where labor costs are low. Reports later emerge that workers at one supplier's factory are required to work excessive hours for low wages, although such practices are legal in the host country.

Evaluate ethical dilemma faced by the company and assess how it should respond while balancing ethical standards and local business practices.

(20 marks)

Question 3

In today's interconnected global environment, nations participate in diverse cross-border economic interactions. These engagements highlight the growing significance of international trade in contemporary economic policy formulation and national development strategies.

Analyse **FOUR (4)** importance of international trade to national economic development.

(20 marks)

Question 4

As firms increasingly expand beyond national borders, governments play an important role in shaping the international investment activities of domestic companies. Various policy measures may be adopted to support and encourage outward foreign direct investment.

Evaluate **FOUR (4)** policy measures adopted by governments to promote outward foreign direct investment (FDI) among domestic companies.

(20 marks)

END OF EXAMINATION PAPER