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UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

# FINAL EXAMINATION
# MARCH 2026 SEMESTER

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|---|---|---|
| COURSE CODE | : | EEB10103 |
| COURSE TITLE | : | INTRODUCTION TO INTERNATIONAL BUSINESS |
| PROGRAMME NAME | : | BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS |
| DATE | : | 29 JUNE 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*

THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 40 marks)

**Answer ALL questions.**

**Please use the answer booklet provided.**

**Question 1**

Explain **FIVE (5)** differences between managing a domestic business and an international business.

(10 marks)

**Question 2**

Discuss how economic development influences a firm's decision to enter a foreign market.

(10 marks)

**Question 3**

Identify **FIVE (5)** ethical issues commonly faced by multinational companies.

(10 marks)

**Question 4**

Discuss **FIVE (5)** instruments of trade policy used by governments to control international trade.

(10 marks)

SECTION B (Total: 60 marks)

**Answer THREE (3) questions only.**

**Please use the answer booklet provided.**



**Question 1**

Zara Clothing has expanded its operations into numerous international markets through retail outlets, regional offices, and strategic partnerships. As the company continues to manage employees, suppliers, and customers from different cultural backgrounds, the management recognizes that operating across multiple countries requires managers to adapt to diverse business environments and workplace expectations.

Examine **FOUR (4)** roles of cross-cultural literacy in improving managerial effectiveness in multinational companies.

(20 marks)

**Question 2**

A consumer electronics company based in South Korea is planning to expand its business operations into several foreign markets in Southeast Asia and Europe. Instead of relying solely on exporting, the company intends to establish manufacturing facilities and business operations directly in the host countries. However, before making the investment decision, the company must carefully evaluate several important factors that may influence its decision to undertake FDI in foreign markets.

Examine **FOUR (4)** strategic factors that encourage multinational companies to engage in foreign direct investment (FDI) in international markets.

(20 marks)

**Question 3**

DailyBasket Corporation has experienced rapid international expansion by entering markets with different consumer lifestyles, purchasing power, and cultural preferences. As the company continues to strengthen its global presence, management is currently reviewing its international operations to ensure that business activities remain competitive and sustainable across different countries.

Evaluate **FOUR (4)** types of international business strategies that multinational companies may adopt in managing global operations.

(20 marks)

**Question 4**

A global fast-food company implemented a standardized marketing strategy across several international markets by using the same advertising campaign, promotional message, packaging design, and menu presentation worldwide. However, the company encountered various difficulties when applying the strategy in different countries. As a result, the effectiveness of the marketing strategy varied significantly across markets, affecting customer acceptance and overall business performance.

Analyse **FOUR (4)** challenges multinational companies face when implementing standardized marketing strategies across international markets.

(20 marks)

**END OF EXAMINATION PAPER**