



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

THURSDAY, AUGUST 20, 2009. TIME: 9.30 am - 12.30 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. Over the last year the euro has gained against sterling almost to the point of parity. Against this background describe the advantages and any possible disadvantages of this for Irish firms doing business in the UK market.
2. (a) Describe what is meant by globalisation. (8 marks)
(b) Is globalisation good for Ireland? Give reasons for your answer. (12 marks)
3. Discuss the main factors which have contributed to the growth in world trade. Refer to the role played by major international bodies such as the WTO and the IMF.
4. Write notes on **three** of the following:
 - (a) The Council of Ministers of the EU
 - (b) The International Product Life Cycle Trade Theory
 - (c) Keiretsu
 - (d) Indirect exporting
 - (e) Enterprise Ireland
5. (a) Explain the International Product Life-Cycle trade theory. (12 marks)
(b) How useful is the concept for the individual firm? (8 marks)
6. Describe the **three** environments in which an international company operates.

P.T.O.

7. List the main components of culture and describe how they may impact on the firm in international business.
8. Describe a process whereby companies can successfully screen markets for potential entry.