



## Foundation Certificate in Marketing - Stage 2

### INTERNATIONAL BUSINESS

THURSDAY, MAY 13, 2010. 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 the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. In 2009 the Lisbon Treaty was accepted by the Irish electorate in a second referendum. Was this result good for Ireland? Discuss, giving reasons for your answer.
2. List the main components of culture and describe how they may impact on the firm in international business.
3. Describe a process whereby companies can screen markets for potential market entry.
4. Write a note on **three** of the following:
  - (a) Political risk
  - (b) The IMS (International Monetary System)
  - (c) The UN
  - (d) Incoterms
  - (e) Keiretsu
5.
  - (a) Who are Ireland's major trading partners? (5 marks)
  - (b) How may this information be of benefit to companies? (5 marks)
  - (c) Selecting one of the major trading partners, identify the sectors where Irish goods are most successful and suggest others which offer potential. (10 marks)
6. Discuss the main reasons companies may have for going international.

**P.T.O.**

7. Outline the key economic and socio-economic data with which companies should be familiar before entering an international market.
8. Describe the method of payment options open to an exporter. Evaluate these in terms of the security they provide.