



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, AUGUST 24, 2001. 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. Describe the major labour issues facing firms operating in the Irish marketplace at present, and the strategies firms are adopting to manage these issues.
2. All companies doing business internationally confront political risk. Identify the different types of political risk and describe how firms can manage such risks.
3.
 - (a) Identify and discuss the key competitive forces which need to be examined when screening a potential market. (10 marks)
 - (b) Describe the key sources of competitive information available to a firm. (10 marks)
4. Why do companies choose to engage in International Business?
What are the key challenges they encounter in doing so?
5. Discuss the function and importance of **two** of the following organisations in international trade:
 - (a) World Trade Organisation (WTO)
 - (b) International Monetary Fund (IMF)
 - (c) The World Bank (WB)

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6. Discuss the differences between direct and indirect exporting, giving **two** examples of each type of exporting activity and the advantages and disadvantages of each.
7. Identify the main state agencies in Ireland which support a firm's exporting activities. Describe the type of support and assistance available from each.
8. Describe how tariff and non-tariff trade barriers operating in the international trading environment can impact on the firm and its activities.