



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, MAY 11, 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.
 - (a) Outline and discuss the main dimensions to be addressed when conducting an economic analysis of a market. (8 marks)
 - (b) Complete such an analysis for a firm interested in entering the Irish market, identifying any potential problem areas. (12 marks)
2. Describe **four** major legal issues facing companies operating in the international environment.
3. Identify the components of culture and describe their impact on business policies and practices around the world.
4.
 - (a) What do you understand by the terms “globalisation” and “global companies”? (5 marks)
 - (b) Identify the key drivers of globalisation and discuss how they impact on firms. (15 marks)
5. Write notes on **two** of the following theories of trade:
 - (a) Mercantilism
 - (b) Heckscher-Ohlin Theory of Factor Endowment
 - (c) International Product Life Cycle (IPLC) Theory.
6. Describe each of the key stages in the market screening process.

P.T.O.

7. Discuss the method of payment options available to a firm engaged in international business.
8.
 - (a) There are benefits to both fixed and floating exchange rate systems for firms. Discuss, citing the advantages and disadvantages of each system. (12 marks)
 - (b) What are the benefits of the current exchange rate system for Irish firms? (8 marks)