



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, MAY 9, 2003. 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. Giving full consideration to recent world events, outline the main elements of political risk. Discuss strategies which firms may undertake to combat such risk.
2. Discuss the main factors which have contributed to the growth in world trade.
3. Discuss the competitive strategies of global and multi-domestic companies. Using examples to illustrate your answer, indicate the relative strengths and weaknesses of both approaches.
4. In his studies on culture, Geert Hofstede identified four cultural dimensions across which cultures could be identified. Describe all **four** dimensions and explain their usefulness to companies interested in developing effective international business strategies.
5. You are the Business Development Manager of a small textile firm that manufactures high-quality clothing. The CEO has asked you to research opportunities for exporting and advise on the necessary steps to take. Outline the various exporting possibilities and make a recommendation to the CEO, giving reasons for your answer.

P.T.O.

6. With 200 potential markets globally and limited access to information, the selection of foreign markets requires a screening process that will isolate the best opportunities.
Detail this process, including the type of indicators used and the criteria for selecting foreign markets.
7.
 - (a) Why do companies form strategic alliances?
 - (b) What are the key success factors of such alliances?
 - (c) Describe any potential risk factors to strategic alliances.
8. Analyse the role of Enterprise Ireland in helping Irish companies to develop export markets. Give examples where appropriate.