



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, 25TH AUGUST 2000. 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. To be efficient, competitive and profitable firms must have access to the right employees.
 - (a) How have the quality, quantity and composition of the Irish labour force altered in the past number of years? (8 marks)
 - (b) How are these changes affecting Irish firms, at home and abroad, and existing and potential foreign investors? (12 marks)
2.
 - (a) What is international business ? How does it differ from domestic business? (12 marks)
 - (b) Identify the key reasons for the major growth in international business in recent years. (8 marks)
3. In considering the internationalisation process of the firm, the international product life cycle plays a major role. Explain this model and discuss its usefulness.
4.
 - (a) Describe the differences between a fixed and flexible/floating exchange rate system. (12 marks)
 - (b) What are the specific advantages for Irish firms of participating in a fixed system? (8 marks)
5. For a firm considering doing business in an international market, outline the key economic and socio-economic data they should collect. What use is this data to the firm?

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6. Describe the various elements of culture and provide examples of how they influence international business.
7. Identify and discuss the stages involved in the market screening process used to assess a potential international market.
8. Explain the differences between types of tariff and non-tariff barriers to trade. What effects can such restrictions have on the firm's activities?