



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, MAY 7, 2004. 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) List the **four** main institutions of the EU and briefly describe their role. (12 marks)
(b) On May 1st 2004, the EU was enlarged from 15 to 25 members. How will enlargement affect Irish business? (8 marks)
2. List the main arguments in favour of barriers to trade. Critically evaluate the justification for such arguments.
3. Ireland's position in the World Competitiveness rankings has slipped from 4th place in 2000 to 21st in 2004 (*World Economic Forum*).
(a) What are the major areas in defining national competitiveness?
(b) What measures could be taken to improve Ireland's competitive ranking?
4. (a) Describe the differences between a fixed and flexible/floating exchange rate system. (12 marks)
(b) Explain how exchange rates can impact on the activities of companies. (8 marks)
5. Outline the principal difficulties encountered by researchers when collecting primary data in a foreign market and suggest ways in which companies might manage these problems.
6. What are the key drivers of globalisation?

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7. (a) Who are Ireland's major trading partners? (5 marks)
- (b) How may this information be of benefit to marketers? (5 marks)
- (c) Selecting one of the major trading partners, identify and describe the sectors where Irish goods are most successful and suggest others which offer potential. (10 marks)
8. Outline the reasons why Irish companies may consider exporting.