



## Foundation Certificate in Marketing - Stage 2

### INTERNATIONAL BUSINESS

**FRIDAY, AUGUST 19, 2005. 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. For the last two years Ireland has ranked as the number one globalised country in the world. (Fortune/AT Kearney)
  - (a) Describe what is meant by globalisation. (8 marks)
  - (b) Is this ranking good for Ireland? Give reasons for your answer. (12 marks)
2.
  - (a) What is meant by intellectual property?
  - (b) Why should Irish companies concern themselves with intellectual property issues?
3. Discuss the main factors which have contributed to the growth in world trade. Refer to the role played by major international bodies such as the WTO and the FDI.
4. Write notes on **three** of the following:
  - (a) Dumping
  - (b) The Council of Ministers of the EU
  - (c) The IMF
  - (d) Keiretsu
  - (e) Indirect exporting
5. List the main arguments for and against barriers to trade. Critically evaluate the justification for such arguments.

**P.T.O.**

6. “Theories of trade are important to an individual business primarily because they can help the firm decide where to locate its various production activities.” (Hill 2004)  
Discuss this statement with reference to relevant theories of trade you have studied on this course.
7. List the main components of culture and describe how they may impact on the firm in international business.
8. Describe a process whereby companies can successfully screen markets for potential entry.