



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, AUGUST 17, 2007. 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. In 2006, Mr Ban Ki-Moon of Korea became the Secretary General of the UN. In light of this appointment,
 - (a) Critically review the role of the UN. (12 marks)
 - (b) Suggest areas for reform of the UN. (8 marks)
2. List the main components of culture and describe how they may impact on a firm in international business.
3. Describe a process whereby companies can screen markets for potential entry.
4. Describe the **three** environments in which an international company operates.
5. Write a note on **three** of the following:
 - (a) The WTO
 - (b) The European Parliament
 - (c) Sogo Shosha
 - (d) Countervailing duties
 - (e) Political risk
6. Outline and discuss the main reasons companies may have for going international.

P.T.O.

7. (a) Who are Ireland's major trading partners? (5 marks)
(b) How may this information be of benefit to companies? (5 marks)
(c) Selecting one of the major trading partners, identify the sectors where Irish goods are most successful and suggest others which offer potential. (10 marks)
8. (a) Explain the INTERNATIONAL product life-cycle trade theory. (12 marks)
(b) How useful is this concept for the individual firm? (8 marks)