



## Foundation Certificate in Marketing - Stage 2

### INTERNATIONAL BUSINESS

**FRIDAY, MAY 4, 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 July 2006 the WTO's Doha round of talks collapsed.
  - (a) Critically review the role and achievements of the WTO. (12 marks)
  - (b) Describe the key issues – and associated problems - of the Doha trade talks round. (8 marks)
2. Describe the methods of payment options open to an Irish exporter. Evaluate these in terms of the security they provide.
3. Is knowledge of cultural differences important for companies involved in international business? Give reasons for your answer.
4.
  - (a) What is meant by intellectual property? (6 marks)
  - (b) Why should Irish companies concern themselves with intellectual property? (14 marks)
5. *“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, 2005).  
Discuss this statement with reference to the theories of trade you have studied on this course.
6. List the main arguments for barriers to trade. Critically evaluate the justification for such arguments.

**P.T.O.**

7. Write a note on **three** of the following:
- (a) The IMF
  - (b) The Council of Ministers
  - (c) Keiretsu
  - (d) Globalisation
  - (e) Direct Exporting
8. Outline the key economic and socio-economic data with which companies should be familiar before entering an international market.