



Foundation Certificate in Marketing - Stage 2

INTERNATIONAL BUSINESS

FRIDAY, AUGUST 15, 2008. 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. Earlier this summer the Irish people voted in a referendum on the Lisbon Treaty.
 - (a) Describe the major areas of change to be brought about by the Lisbon Treaty.
 - (b) Evaluate the impact of the result of the Irish Referendum.
2. Over the last number of years increasing emphasis has been laid on environmental sustainability. Describe how international companies may embrace this concept.
3. Describe the major components of culture and illustrate their significance for companies involved in International Business.
4. Contrast the competitive strategies of global and multi-domestic (multi-national) companies. Using examples to illustrate your answer, indicate the relative strengths and weaknesses of both approaches.
5. Write a note on **three** of the following:
 - (a) The WTO
 - (b) Dumping
 - (c) Leontieff Paradox
 - (d) Keiretsu
 - (e) The International Monetary System (IMS)

P.T.O.

6. Why is international business different?
7. Describe the methods of payment options open to an Irish exporter. Evaluate these in terms of the security they provide.
8. Outline the key economic and socio-economic data with which companies should be familiar before entering an international market.