



## Foundation Certificate in Marketing - Stage 2

### INTERNATIONAL BUSINESS

**THURSDAY, MAY 21, 2009. 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. Over the last year the credit crunch has impacted on the Irish economy and many jobs have been lost. If Ireland is to successfully compete for new investment the economy must become more competitive.  
Against this background:
  - (a) Outline the main forces which affect the availability of labour in an economy.
  - (b) Suggest ways in which the Irish economy could attract more jobs through Foreign Direct Investment.
2. You have been asked to recommend an entry strategy for a small Irish manufacturing firm who wish to expand their business to foreign markets.
  - (a) Briefly outline the different entry strategies available, explaining their relative advantages and disadvantages. (12 marks)
  - (b) Give a rationale for your recommended strategy. (8 marks)
3.
  - (a) What is meant by *intellectual property*? (8 marks)
  - (b) Why should Irish companies concern themselves with the concept of intellectual property? (12 marks)
4. Why is International Business different?
5. “*Assume difference until similarity is proven*”.  
(Adler 1991)  
Discuss this statement with regard to the role that culture plays in international business.

**P.T.O.**

6. Write a note on *three* of the following:
  - (a) Dumping
  - (b) Absolute advantage
  - (c) Incoterms
  - (d) The UN
  - (e) Globalisation
7. Describe the method of payment options open to an exporter. Evaluate these in terms of the security they provide.
8. List the main arguments in favour of and against barriers to trade. Critically evaluate the justification for such arguments.