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7. (a) Explain the term **Global Business**.

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- (b) Name **two** examples of Global Businesses.

(i) \_\_\_\_\_ (ii) \_\_\_\_\_

2

8. Write *True* or *False* after each of these sentences.

	Sentence	True or False
1.	The role of the IDA is to attract foreign direct investment into Ireland.	
2.	Privatisation is the transfer of ownership from the private sector to the government owned public sector.	
3.	A code of ethics is a set of moral rules clarifying expected behavior of individuals in business.	
4.	An environmentally conscious business uses clean production processes and packaging which can be recycled.	
5.	An increase in the value of the euro € against the US dollar \$ is good for Irish exporters to the US.	

3

- (A) Evaluate the role of the EU institutions in the decision making process of the European Union. (25)

- (B) *In January 2019 the Euro celebrated its 20<sup>th</sup> anniversary.*

Explain the reasons why an Irish business may choose to trade with other businesses in the **Eurozone**.

(15)

- (C) Read the information supplied and answer the question which follows.

Irish natural skincare businesses are using a combination of natural ingredients and science to develop innovative products for the growing international natural skincare market.

*The Irish Times June 2018*

Discuss the benefits **and** the challenges for an Irish natural skincare business of trading in the global market.

(20)

## International Environment

### Question 3

(A) Read the information supplied and answer the question which follows.

*"Ireland has failed to collect €13 billion in tax due from Apple."*

**www.rte.ie**

Evaluate the opportunities **and** challenges for the Irish economy of foreign multinationals (MNCs) locating in Ireland, providing examples to support your answer.

(20 marks)

(B) Membership of the **Economic and Monetary Union (EMU)** has been good for Irish business. Do you agree with this statement? Outline reasons for your answer.

(20 marks)

(C) Explain the following terms in relation to international trade:

- Trading bloc
- Tariffs
- Embargoes
- Subsidies.

(20 marks)

**(60 marks)**

Read the following news headline, and answer the question which follows:

**It's time to stop relying on Foreign Direct Investment (FDI) – and grow our own indigenous businesses instead.**

*Source: Sunday Independent, November 2015*

(A) To what extent do you agree with the above statement? Outline reasons for your answer.

(20 marks)

(B) Discuss the **marketing** challenges an Irish business may face when trading globally, providing examples to support your answer.

(20 marks)

(C) Explain the following international trade terms.

- (i) Open economy
- (ii) Trading bloc
- (iii) Protectionism
- (iv) Deregulation

(20 marks)

**(60 marks)**

6

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- (A) Discuss reasons why multinational companies (MNCs) may choose to locate in Ireland. Provide examples to support your answer. (20 marks)

7

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- (A) (i) Explain the term 'global business'.  
(ii) Discuss the effects of 'globalisation' on the Irish economy. Provide examples to illustrate your answer. (20 marks)

8

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- (B) Illustrate how foreign transnationals (i.e. foreign direct investment (FDI) companies) have impacted on the Irish Economy. (25 marks)

9

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- (B) (i) Explain the term 'global marketing' **and** name **two** global businesses.  
(ii) "A business involved in global markets faces additional marketing challenges." Discuss these challenges, using examples to support your answer. (30 marks)

10

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- (A) (i) Explain the term 'Transnational Company' (TNC).  
(ii) Discuss the reasons for the development of transnational companies in Ireland. (20 marks)

11

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*The Irish economy is an open economy and is greatly affected by economic influences from abroad. These influences create both opportunities and challenges for Irish business.*

- (A) Discuss the opportunities provided by international trade for Irish business. (25 marks)
- (B) Explain the term 'global marketing' and its role in international business. (25 marks)
- (C) Outline, using an example, the role of 'interest groups' in the European Union. (10 marks)
- (60 marks)**

(C) Discuss the concept of Global Marketing for Irish Business.

(15 marks)

*The Irish economy faces many opportunities and challenges in the international environment. The economy is greatly influenced by the ability of Irish enterprises to market Irish produced products abroad and also by the challenge faced from foreign competitors.*

(A) Define Global marketing.

Discuss the role of global Marketing in international business.

(20 marks)

