

## Unit 7 – Long Exam Questions

### Section 2 - Part 1

#### **Sample Q3**

Handout

- \* (A) Outline the significance of International trade for Ireland. (15)      Pages 2/3
- (B) Explain the opportunities and challenges for Irish Business as a result of the Single European Market. (30)      Pg. 5/6
- (C) Analyse the impact of transnational companies on Ireland. (15)

#### **1999 Q3**

- (A) Evaluate the opportunities and challenges for Irish Business as a result of engaging in international trade. (30)      Pg. 5/6

Explain the importance for Ireland of:

- (i) Any one of the policies of the European Union.      (8 policies)      Pg. 7
- (ii) Any one of the institutions of the European Union. (30)      Pg 13/14

#### **2000 Q3**

- (A) Explain, using examples, the importance of global marketing for a global business. (20) Pg 18/19
- (B) Outline the purpose of the European Union's Competition Policy. (10)      Pg. 10
- (C) Discuss the changing nature of the International Economy. Include in your response the effects it has on Irish business. (30)      Pg. 3/4

#### **2001 Q3**

- \* (A) Analyse the significance or otherwise of International trade for Ireland. Refer to the development of trading blocks and transnational companies in your answer. (35)      Pg. 2/3
- (B) Explain the decision-making process of the European Union. Include relevant institutions in your answer. (25)

#### **2002 Q3**

- \* (A) Evaluate the significance of international trade for the Irish Economy. Include in your answer the opportunities and challenges for Irish business as a result of engaging in international trade. (40)      Pg 2/3 5/6
- (B) Explain the role of global marketing of products and services in international business. Illustrate your explanation with relevant examples. (20)

#### **2003 Q3**

- \* (A) Evaluate the significance of the Single European Market for Irish Business. (40)      Pg. 8
- (B) Illustrate with a relevant example the impact of a European Union policy on Economic activity in Ireland. (20)      (8 policies)      Pg. 7

#### **2004 Q3**

- (A) Define Global marketing.