

Chapter 26

Global Business

(Transnational Companies; Global Companies; Global Marketing (4Ps))

2015 Q3 (A)

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

MS: 2@ 7m (4+3) 1@ 6m (3+3) – E.g. needed for second mark

E.g.

E.g.

E.g.

E.g.

The Business Guys

2016 Q3 (A)

It's time to stop relying on Foreign Direct Investment (FDI) – and grow our own indigenous businesses instead. Source: Sunday Independent, November 2015

To what extent do you agree with the above statement?

Outline reasons for your answer. (20m)

MS: Agree/Disagree 2m; 3 @ 6m (3+3) Heading + Expansion

Agree / Disagree _____

E.g. _____

E.g. _____

E.g. _____

2011 Q3 (B)

Illustrate how foreign transnationals (i.e. foreign direct investment (FDI) companies) have impacted on the Irish Economy. (25 marks) **MS: 5@5(1+2+2)**

E.g.

E.g.

E.g.

E.g.

E.g.

2014 Q3 (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)

MS: 4 (2+2) 2 @ 8 (3+3+2) +(3+3+2)

(i) _____

(ii) _____

E.g. _____

E.g. _____

E.g. _____

2012 Q3 (A)

"Globalisation refers to the increasing interdependence of the world's economies."

Outline **four** developments in technology that have facilitated the growth in globalisation. (20 marks)

MS: 4 @ 5 marks (2+3)

2009 Q3 (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)

MS: 6 Marks (3+3), 4 Marks (2+2) (ii) 3 P's 7 Marks (2+3+2) 7 Marks (2+3+2) 6 Marks (2+2+2)

(i) _____

1. _____
2. _____

(ii) _____

E.g. _____

E.g. _____

E.g. _____

2016 Q3 (B)

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

MS: 4 x 5 (2+2+1)

E.g.

E.g.

E.g.

E.g.

2017 – Short – Q7

- (a) Explain the term **Global Business**.
- (b) Name **two** examples of Global Businesses.

(a) _____

(b)
1. _____
2. _____

2015 Q3 (B)

Illustrate your understanding of the terms *standardised marketing mix* and *adapted marketing mix* in relation to global marketing. (20 marks)

MS: 8m (4+4) 12m (4+4+4) – Example can apply to any of the P's

Standardised Marketing Mix

E.g. _____

Adapted marketing mix

E.g. _____

2017 Q3 (A)

Discuss the different channels of distribution that Irish businesses may consider when introducing their products to international markets. (15m)
