



**Business
Leaving Certificate
Ordinary Level**

**Past Exam Questions on
International Trade and Marketing**

Q5 Section 1 2013

5. Explain what is meant by a 'Multinational Company' and state one example.

Example: _____

Q7 Section 1 2013

7. Indicate by means of a tick (✓), the category to which each good or service belongs:

	Visible Export	Invisible Export	Visible Import	Invisible Import
Australian tourists in Ireland for 'The Gathering 2013'				
Greek cheese sold in Ireland				
Irish Lamb sold in France				
Justin Timberlake plays a concert in the O2 Dublin				

Q7 Section 1 2012

7. Outline your understanding of a 'Global Business' and give one example.

Example: _____

Q3 Section 2 2012

Read the information supplied and answer the questions which follow.

Irish Agricultural based exports have increased by almost 12%, highlighting the importance of this sector to the Irish economy.

Visible Exports	€1,400 million
Visible Imports	€1,200 million

- (A) (i) Using the above information, calculate the **Balance of Trade**. (Show workings.)
(ii) State whether it is a surplus or a deficit. (15 marks)
- (B) (i) Explain the term 'visible export'.
(ii) Name two examples of Irish agricultural visible exports. (15 marks)
- (C) Outline two benefits for Irish business engaged in International Trade. (15 marks)
- (D) Outline two effects on Irish households of reducing mortgage interest rates. (15 marks)
- (E) Outline two effects on Irish retailers of increasing the VAT rate from 21% to 23%. (15 marks)
- (75 marks)

Q4 Section 1 2011

4. Outline two reasons why Irish firms export goods and give two examples of Irish exports.

Reasons:

- (i) _____
(ii) _____

- Examples: (i) _____
(ii) _____

Q15 Section 1 2011

15. If the euro (€) falls in value against the UK (£) Sterling, indicate whether each of the following would be expected to **increase** or **decrease**:

	Increase or decrease
(i) Number of UK visitors coming to Ireland	
(ii) Irish exports to the UK	

Q7 Section 1 2009

7. What is a 'global product'? Give two examples of global products.

A global product is

Example 1:

Example 2:

Q3 Section 2 2009

Answer all parts of this question:

(A)

Visible Exports	€ 1,138m
Visible Imports	€ 1,235m

- (i) From the above information, calculate the **Balance of Trade**. (Show your workings)
(ii) State whether it is a surplus or a deficit. (15 marks)

(B) Explain the term 'Balance of Payments'. (10 marks)

- (C) (i) Outline two reasons why Irish firms engage in international trade.
(ii) Identify two challenges faced by Irish firms engaged in international trade. (30 marks)

(D) The government may consider increasing taxes to help the economy.
Using examples of taxes, describe two effects of increased taxes on the Irish economy. (20 marks)
(75 marks)

Q6 Section 1 2008

6. Outline two reasons why goods are imported into Ireland and give two examples of such imports.

Reason 1: _____

Reason 2: _____

Examples: 1. _____

2. _____

Q6 Section 1 2007

6. Explain the term 'transnational company' and give one example:

Example: _____

Q13 Section 1 2007

13. Indicate, by means of a tick (✓), the category to which each good or service belongs:

	Category			
	Visible Exports	Visible Imports	Invisible Exports	Invisible Imports
Irish beef sold abroad				
Foreign music bands on tour in Ireland				
French fans coming to a match in Dublin				
Japanese cars sold in Ireland				

Q15 Section 1 2006

15. Over the past ten years, exports have helped improve the Irish economy. Explain the term 'export' and give two examples of Irish exports:
