



Professional Qualification in BUSINESS MANAGEMENT

Level 5 Diploma

UNIT 5 - INTERNATIONAL BUSINESS

Question 1

Analyse the economic impact of a business operating in international markets. (20 marks)

Question 2

(a) Explain why a decision by a firm to operate in international markets involves a trade-off between risk and diversification. (6 marks)

(b) Discuss whether the potential advantages to a 'host' country of a firm deciding to establish itself there outweighs the potential disadvantages. (14 marks)

Question 3

Compare and contrast the internal and external factors which would need to be considered by a business before deciding whether to operate in an international market. (20 marks)

Question 4

(a) Explain, with the use of examples, why a business might decide to use licensing as a strategy to enter international markets. (6 marks)

(b) Discuss the factors that a manufacturing business would need to consider before establishing international operations in other countries. (14 marks)

Question 5

Compare and contrast the internal organisational factors and the external organisational factors which could result in a business deciding to exit an international market. (20 marks)