Question 1 - 2019 Q9 **Marks: 6**

The figures for Ireland's exports and imports of goods are shown below.

Ireland **Exported €123 Billion**
and **Imported €79 Billion** of goods

(i)

Using the above information calculate Ireland's balance of trade.	
Workings	**€ ____________________ billion**

(ii) Give **one** reason why international trade is important for Ireland.

Question 2 - 2019 Q2 **Marks: 6**

Answer true or false to each of the following statements about globalisation by placing a tick (✓) in the correct box.

		True	False
(i)	Companies have access to bigger markets.	☐	☐
(ii)	Consumers have less choice.	☐	☐
(iii)	Increased trade leads to increased pollution.	☐	☐

Question 3 - 2022 Q17 (c)(iii) Marks: 7

(iii) Cadden Ltd are planning to export their products to the United Kingdom (UK) and the European Union (EU).
Outline **two** benefits of International Trade for Irish businesses.

1.
2.

Question 4 - 2023 Q12 Marks: 6

Explain **two** reasons why Ireland trades with other countries.

1.
2.

Question 5 - 2024 Q16 (a)(i)(ii) — Marks: 9

(a)

Kellogg's is a global company selling well known brands such as Corn Flakes, Crunchy Nut, Rice Krispies and Coco Pops.

(i) Explain what is meant by a global company.

(ii) Three other company logos are pictured below. Place a tick (✓) to identify which companies are global.

Company Logo	Mcdonald's	Google	PAT The BAKER So fresh it's famous
Global			

Question 6 - 2024 Q16 (a)(iii) **Marks: 6**

(a)

Kellogg's is a global company selling well known brands such as Corn Flakes, Crunchy Nut, Rice Krispies and Coco Pops.

(iii) Explain **two** challenges facing global companies such as Kellogg's.

1.
2.

Question 7 - 2025 Q18 (b)(i) — Marks: 9

(b) (i) Ireland trades with many countries all over the world. Read the statements below and complete the table by placing a tick (✓) in the correct box:

Statement	Visible Import	Invisible Import	Visible Export
Irish beef sold in Britain 			
Irish people holidaying in Spain 			
German cars sold in Ireland			

Solution Question 1 - 2019 Q9

(i)

Balance of Trade for Ireland	
Workings: *€123b - €79b*	€ 44 billion

(ii) Reason why international trade is important for Ireland.

1. Access to larger markets which increases Ireland's exports to other countries.
2. International trade increases tax revenue for the Irish Government.
3. Employment in Ireland increases which reduces social welfare expenditure by the Irish Government.

Solution Question 2 - 2019 Q2

(i)	Companies have access to bigger markets.	True
(ii)	Consumers have less choice.	False
(iii)	Increased trade leads to increased pollution.	True

Solution Question 3 - 2022 Q17 (c)(iii)

(iii) Cadden Ltd are planning to export their products to the United Kingdom (UK) and the European Union (EU).
Outline **two** benefits of International Trade for Irish businesses. **(7m)**

Increased sales/profits: The Irish market is quite small by exporting Irish businesses can increase sales
Spread risk: A business can spread its risk by not relying on the Irish market only.
Raw materials: Irish businesses need to import some raw materials as we do not produce them in Ireland e.g., oil
Lower costs: Irish businesses have to increase production to satisfy demand from abroad. The more products that are made the cheaper it becomes to make each one. This is known as economies of scale.

Solution Question 4 - 2023 Q12

Explain **two** reasons why Ireland trades with other countries.

1. To generate funds to pay for imports
2. Small domestic market, international trade gives Irish businesses access to a large market.
3. To acquire goods/services that are not available domestically/ more choice for consumers for example oil, coffee, bananas.
4. To improve Balance of Payments/Trade.
5. Access to cheaper goods rather than producing them domestically.
6. Brings revenue into Ireland through trading relationship with other countries and boosts the economy.
7. Creates Employment which directly benefits the Government through taxation.

Solution Question 5 - 2024 Q16 (a)(i)(ii)

(a)

Kellogg's

Kellogg's is a global company selling well known brands such as Corn Flakes, Crunchy Nut, Rice Krispies and Coco Pops.

(i) Explain what is meant by a global company. **(3m)**

Many global companies operate in several countries around the world/ worldwide. They conduct/sell business around the world and treat the world as one market.

(ii) Three other company logos are pictured below. Place a tick (✓) to identify which companies are global. **(6m)**

Company Logo	Mcdonald's	Google	PAT The BAKER So fresh it's famous
Global	✓	✓	

Solution Question 6 - 2024 Q16 (a)(iii)

(iii) Explain **two** challenges facing global companies such as Kellogg's. **(6m)**

Global companies have to pay very high transport costs to deliver goods outside the country of origin, increases production costs or reduce profits. There will be currency differences which will involve a financial cost. Companies deal with foreign politics, legislation, polices, which incur administration/legal costs/ time issues.
Current issues, for e.g., the delays of importing wheat from Ukraine leads to uncertainty, scarcity or delays in distribution.
Language barriers /cultural differences may create global public relations and global marketing mistakes.
Imitation by competitors, resulting in close substitutes from low cost countries leading to decreased sales/profits.

Solution Question 7 - 2025 Q18 (b)(i)

(b) (i) Ireland trades with many countries all over the world. Read the statements below and complete the table by placing a tick (✓) in the correct box: **9m**

Statement	Visible Import	Invisible Import	Visible Export
Irish beef sold in Britain 			✓
Irish people holidaying in Spain 		✓	
German cars sold in Ireland	✓		