**Exam Outline**

**BBI2O**

**International Business**

- DATE

- Read the entire exam thoroughly before you begin and follow the instructions given for each section.

- This exam has four sections and is worth 20% of the overall course mark.

- Remember that the number of marks per question should guide the amount of time spent answering it.

- Plan your time carefully and make sure to review all of your answers before handing in the exam.

- Cheating and talking will result in a mark of zero (0).

**Time Breakdown**

|  |  |  |
| --- | --- | --- |
| **Section** | **Number of Questions** | **Estimated Time** |
| Part 1: Definitions | **1** | **10 mins** |
| Part 2: Multiple Choice | **14** | **10 mins** |
| Part 3: Short Answer | **5** | **60 mins** |
| Part 4: Financial Literacy | **6** | **40 mins** |

**Mark Breakdown**

|  |  |  |
| --- | --- | --- |
| Knowledge | **20** |  |
| Thinking | **25** |  |
| Communication | **25** |  |
| Application | **33** |  |
| **Total Marks** | **83** |  |

**Study Guide** **\*\*\*Topics in red mean that you need to know them in detail**\*\*\*

**Unit 1: Business Fundamentals**

* Types of industry and examples
* Types of business ownership – franchises, sole proprietor etc
* Types of business
* Outsourcing – define
* **Globalisation – define and how has it been facilitated**
* Containerisation - define
* **Corporate social responsibility strategies – proactive, defensive, accommodative, obstructionist**
* Ethical issues - define
* **Maslow’s Hierarchy of Needs**
* Protectionism – define
* Demand and supply - define
* **Factors affecting demand and supply**
* Stakeholders - define
* **Barriers to trade – tariffs, quotas, embargoes, FDI restrictions, export subsidies and standards**
* **The five P’s with regards to why companies should trade internationally.**

**Unit 2: Functions of a Business**

* **The six factors of production**
* **The four P’s of marketing**
* The marketing mix – define
* Leadership styles and their differences
* Human Resources Department and what they do
* Leadership qualities
* Branding and marketing – define
* The seven types of logo
* Advertising types

**Unit 3: Finance**

* Types of saving accounts
* Diversification – in term of investment portfolios
* **Types of investments**
* Liquidity, risk and return - define
* The Rule of 72 – what it is and how it works
* **Simple and compound interest and how to calculate them both**
* Assets, liabilities and net worth - define
* **Balance sheet – how to complete one**
* **Income statement – how to complete one**