

Grading Template

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Grading Template

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

13/100

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**TODOR
DIMITROV**

13

QUESTION 1.A. (10 MARKS)

Define and explain the key differences between a national and an international business.



Basic answers with no proper explanation.
Examples given.

4

QUESTION 1.B. (20 MARKS)

Using PESTLE analysis and Porters five forces as a guide, explain the type of analysis that businesses may need to undertake before

entering a national or international market.



No PESTEL, no Porter's 5 forces

QUESTION 1.C. (10 MARKS)

What are the potential advantages of analysing a potential market before entry?



Basic answer

4

QUESTION 2.A. (9 MARKS)

What is an internal business environment, a micro business environment and a macro business environment?



No answers

QUESTION 2.B. (4 MARKS)

What is your understanding of BREXIT?



QUESTION 2.C. (6 MARKS)

What are the potential changes and adjustments that UK businesses may need to make to their internal processes post BREXIT to reflect their new business environment?



Simple basic answers

2

QUESTION 2.D. (6 MARKS)

What is the business impact of the UK leaving the EU?



Simple basic answers

2

QUESTION 3.A. (10 MARKS)

What is globalisation and what are the fundamental characteristics of global businesses?

QUESTION 3.B. (15 MARKS)

What are the factors that affect foreign exchange rate movements and what are the fundamental exchange rate challenges that a company like Starbucks might face when doing business globally?

QUESTION 4.A. (10 MARKS)

Define the following terms; perfect competition, monopoly, monopolistic competition and oligopoly. Also, give examples of businesses that operate in the different markets.



List of companies

1

QUESTION 4.B. (15 MARKS)

Explain the different ways a monopoly can arise.

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