# 6.4 Globalisation and international trade: 10-minute Pack

Total Marks

AQA 8132 · Calculator allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

**Answer ALL questions in the spaces provided. Show your working for any calculation: method marks are available even if your final answer is wrong. Cascade Sports, used throughout this pack, is a fictional business. All exchange rate figures in this pack are hypothetical, chosen for calculation practice only.**

**1** Which one of the following best describes 'globalisation'?

- ☐ A) A business only ever selling to customers in its home town
- ☐ B) The growing connection and trade between businesses and countries around the world
- ☐ C) A government policy that bans all imports of foreign goods
- ☐ D) A business changing its name to sound more international

**(Total for Question 1 is 1 mark)**

---

**2** Which one of the following is an example of international trade?

- ☐ A) A UK manufacturer selling trainers to a retailer in Germany
- ☐ B) A UK manufacturer selling trainers to a retailer in Manchester
- ☐ C) A UK manufacturer advertising trainers on UK television
- ☐ D) A UK manufacturer opening a second factory in the same UK city

**(Total for Question 2 is 1 mark)**

---

**3** State two benefits to a UK business of exporting its products to other countries.

**(Total for Question 3 is 2 marks)**

---

**4** Explain one way Cascade could respond to protect its export sales if the pound remains strong.

**(Total for Question 4 is 3 marks)**


© Revision Library | revisionlibrary.co.uk

# Mark scheme · 6.4 Globalisation and international trade: 10-minute Pack

## Question 1

B cao **B1**

**Answer: B**

## Question 2

A cao **B1**

**Answer: A**

## Question 3

one acceptable benefit, e.g. access to a much larger number of potential customers than the UK market alone **B1**

a second acceptable benefit, e.g. higher sales and revenue, or reduced reliance on the UK market if UK demand falls **B1**

**Answer: Any two, e.g. access to a larger customer base; higher sales/revenue; reduced reliance on the UK market alone.**

## Question 4

identifies the point, e.g. Cascade could reduce its pound price slightly, so the euro cost to its German customer stays closer to its original level **B1**

develops the point, e.g. this keeps the trainers price-competitive for the German retailer despite the stronger pound **B1**

links clearly to an outcome, e.g. this could protect export sales and market share, though it would reduce Cascade's revenue per pair sold **B1**

**Answer: Cascade could reduce its pound price slightly so the euro cost to its German customer stays closer to its original level, keeping the trainers price-competitive and protecting export sales and market share, though this reduces Cascade's revenue per pair.**


© Revision Library | revisionlibrary.co.uk