

Section A

90 marks

Answer all questions.

All questions carry equal marks.

Question 1

1. Tariffs are a barrier to trade. A tariff is a tax on imports. The added expense encourages people to buy domestic (locally produced) products.
2. An embargo is a barrier to trade. This is when there is a ban on certain goods. For example in 1998 there was an embargo on exporting European beef to the US and China because of BSE (mad cow disease). (6)

Question 2

Any of the following:

Reward:

- Potential for more sales and thus more profit
- Will increase awareness of her brand
- A bigger market – more customers available to her

Cost:

- Financial cost of setting up the online shop
- Cost of hiring IT staff
- Training costs to show Sarah or her staff how to manage the website
- Fulfilling orders will take up staff time (6)

Question 3

- (a) • You should research the product in detail and know the ingredients, etc.
- You should research the company that produces the drink to see if they are ethical, etc.
 - You should ensure that the advertising does not mislead consumers in any way. (3)
- (b) The Directive on Consumer Rights protects buyers in all EU countries, including Ireland. One provision of the directive is that shoppers can cancel their order for any reason within 14 days. (3)

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G Orfield



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