**Globalisation**

**Use text book chapter, exam board notes and lesson slides to answer the following questions.**

What is globalisation?

What factors have led to globalisation?

How does a company ‘go global’?

What does the term global localisation or glocalisation refer to? Can you provide some examples of the use of global localisation?

What are the benefits of operating as a multinational?

What are the benefits and drawbacks for companies of operating globally?

What impact do multinational companies have on the countries that they operate in?

What is the link between globalisation and competition?

What are emerging markets and what is their significance for businesses ‘going global’?

Can you provide some examples of business that have struggled to go global? What has caused this?

Who benefits from globalisation?

Who loses out as a result of globalisation?