**Activity 2.1**

**1** Define the term ‘integration’ with reference to globalisation.

**2** Outline the impact of an increasing value of the Australian dollar on an Australian business that imports parts to assemble into finished goods.

**3** Explain why multinational businesses have a global web of operations.

**4** Explain why an Australian exporting business would use a product differentiation strategy in its operations.

**5** Analyse the impact of trading blocs on the operations of an Australian manufacturing business seeking to expand as part of its strategic plan.