

2 A Swiss multinational food manufacturer increased prices for its products by an average of 8% in 2022. It increased its prices in the USA by 11.6%. This multinational company (MNC) is one of the world's oldest MNCs. It started as a small firm but has grown over the last 160 years. Over this period, its decisions have always been influenced by opportunity cost.

- (a) Define *multinational company*. [2]
- (b) Explain **two** reasons why a firm may charge a different price for the same product in two different countries. [4]
- (c) Analyse how opportunity cost influences the decisions made by consumers, workers and producers. [6]
- (d) Discuss whether or not consumers would benefit from an increase in the number of small firms in an industry. [8]