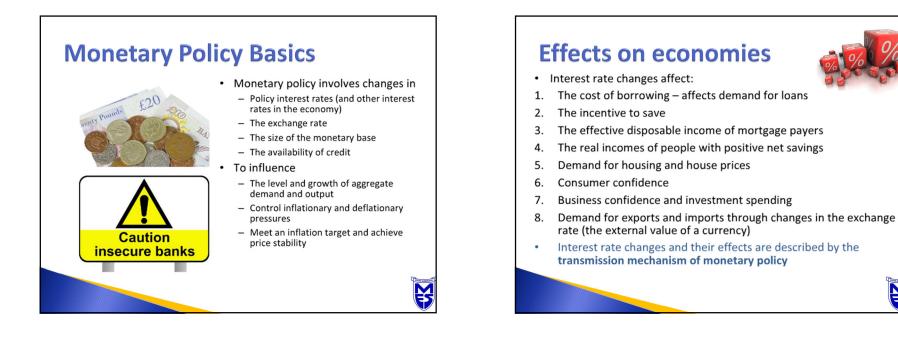
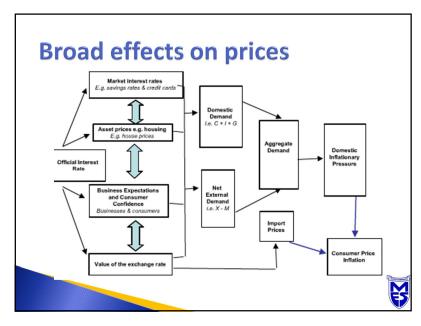
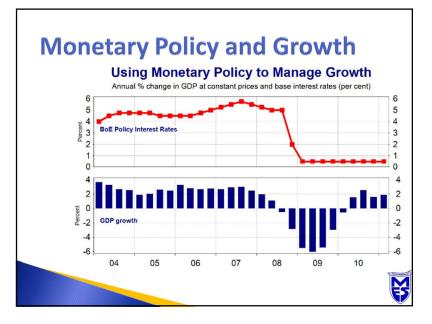
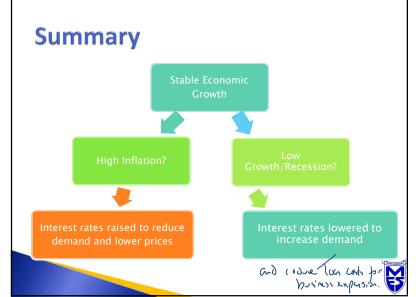
B











## **Effects on Business Activity**

## **High Interest**

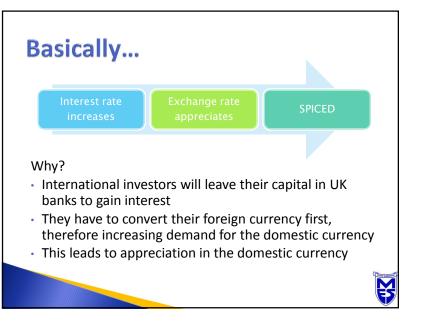
Increased costs reduces profits due to high debts; reduced consumer borrowing/increases saving; leads to exch. Appreciation

## Low Interest

reduces costs and increase profits;

businesses borrow more for expansion (employment?); increases demand and revenue; Exch. depreciation





## Exchange Rate Policy Governments have three choices... Allow their exchange rate to 'float' – rate varies with demand for the currency 'Fix' their exchange rate – rate stays fixed at a specific value Join a common currency, like the Euro