**International Business**

**September 2021 Examination**

**1. Globalization has not only brought people closer but also it has led to the integration of ideas, cultures and values.” In the light of this statement explain the advantages and disadvantages of Globalization. (10 Marks)**

**Introduction:**

Globalization is a mechanism that aims to integrate and interconnect the entire world through trade and commerce, among other things. It has now been transformed into a global village in which every nation is significantly influenced by the policies and guidelines of the other country. Briefly put, globalization refers to the process of expanding access to the world market while also focusing on international competitiveness. One way to put it is that globalization is the Its Half solved only

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**2. US Based International Fast Food Chain “Mc Donald” wants to launch new veg menu in its fast food centers across India. Explain various steps to be taken by Mc Donald to develop new products for Indian market. (10 Marks)**

**Introduction:**

Several new startups are launched every day in today's highly competitive world, but only a small number of them successfully capture the market. In addition to startups, various bug businesses are affected by the problem of not catching the market, exacerbated by a highly competitive market, among other factors. However, competition alone does not play a significant role in a product's failure in the market. Instead, one of the many contributing factors is the

**3. In May, 1998, Daimler-Benz1 (Germany) and Chrysler Corporation,2 (USA) two of the world's leading car manufacturers, agreed to combine their businesses in what they claimed to be a "merger of equals." The DaimlerChrysler (DCX) merger took approximately one year to finalize. The merger was completed on November 12, 1998. The merger resulted in a large automobile company, ranked third5 in the world in terms of revenues, market capitalization and earnings, and fifth6 in the number of units (passenger cars and commercial vehicles combined) sold. DCX generated revenues of $155.3 billion and sold 4 million cars and trucks in 1998. Schrempp and Eaton jointly led the merged entity, as co-chairmen and co-CEOs. DCX sources were confident that the new company was well poised to exploit the growth opportunities offered by the global automotive market in terms of geographical and product segment coverage. However, analysts felt that to make the merger a success, several important issues needed to be addressed. The most significant of these was organizational culture. German and American styles of management differed sharply. A cultural clash would be a major hurdle to the realization of the synergies identified before the merger. To minimize this clash of cultures, Schrempp decided to allow both groups to maintain their existing cultures.**

**The former Chrysler group was given autonomy to manufacture mass-market cars and trucks, while the Germans continued to build luxury Mercedes. However, analysts felt that this strategy wouldn't last long. When Chrysler performed badly in 2000,7 its American president, James P Holden, was replaced with Dieter Zetsche from Germany. Analysts felt that Zetsche would impose Daimler's culture on its American counterpart. A few senior Chrysler executives had already left and more German executives were joining Chrysler at senior positions.**

**In an interview to the Financial Times in early 1999, Schrempp admitted that the DCX deal was never really intended to be a merger of equals and claimed that Daimler-Benz had acquired Chrysler. Analysts felt that this statement probably wouldn't help the merger process.**

**a. What are the chances of success of this deal between Daimler Benz and Chrysler Corporation?** **(5 Marks)**

**INTRODUCTION:**

M&A has evolved in today's globalized world to the point where companies collaborate with companies from other countries to grow their respective companies even further. The process of mergers and acquisitions is not without its difficulties. The primary and most prevalent issue that we are currently

**b. What is the role of culture when companies from two different countries decide to go for merger and acquisition?** **(5 Marks)**

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