**International Business & Export Import Management**

**December 2021 Examination**

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# Question 1. “Entities engaged in International Business often face more difficulties then the entities which conduct Domestic Business.” – Critically evaluate the statement. (10 Marks)

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## Introduction

Business is defined as the flow of goods for money that could also arise internal or outdoor a rustic's borders. The home company refers to trade that transpires within the nation's navy geographic barriers, while the global agency refers to alternate that occurs across international locations on an international scale. Transnational business organizations regularly encounter more significant problems than home business businesses. Even though multinational companies have a considerable client base considering they function in several nations. But right here is an

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# **Question** 2. An Indian textile and apparel Brand “Arvind Limited” wants to enter into Middle East Market with its mens’ fashion clothing range.

# What are the choices available to enter into this overseas market and what is the best suited option? (10 Marks)

## Introduction

Many organizations attain a level in their improvement after they desire to increase abroad and gain entry to new—several important entrance barriers reason issues for this kind of firm. On occasion, there are evolved marketplaces in other nations that offer identical items and services, making it more challenging for corporations to compete. Many businesses prefer to follow a monetary plan to sign up for the market in times consisting of this one efficiently.

# Question 3. Ganesh began a mask manufacturing unit in Chennai ten years ago. He sells surgical masks to several medical institutions in South India. Though the business is doing well Ganesh started to feel that he should expand the business by attracting more customers. Ganesh has an opportunity to sell the masks to Sri Lanka and Mauritius. He has also been contacted by a party in Gurgaon for sales. Based on his production capacity Ganesh can either take up the North India market.

# a. What factors are to be considered by Ganesh to decide if he wants to go for exports in Sri Lanka and Mauritius? (5 Marks)

# b. If Ganesh decides to go for Exports what procedure and documents are required? (5 Marks)

## Introduction

Exporting marketing refers to the technique of imparting products or services to an exceptional nation. Components are produced or delivered from the industry's local country to clients in different countries. But, there is a distinction between items available to global countries and people that are explicitly centered on overseas customers. This is wherein an international sales promotion comes into the picture.