**India's Foreign Trade**

**June 2022 Examination**

**Q1. One of the herbal cosmetic Indian company Sevanthi Herbals, having their pan India presence decides to go business expansion through entering foreign markets you as their strategic partner in marketing their products overseas,** **explain step by step you go ahead launching their products overseas markets.** (**10 Marks)**

**Ans 1.**

**Introduction:**

Globalization is interdependence and interconnection between numerous nations with topics associated with trade. It has typically become popular within the past due 20th century when maximum decolonized nations opened their economies for interconnection with the rest of the sector. They've opened their economic system for exchange relations with the rest of the arena. Globalization has opened a path for all the groups to set up in different nations. But it isn't

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**Q2. Explain how Sevanthi Herbals can can take advantage of Export Promotion Council establish itself company’s products overseas markets.** **(10 Marks)**

**Ans 2.**

**Introduction:**

Multinational corporations or MNCs are those companies that have installed their business in a rustic distinct from their starting place. For instance, a company originated within the United States and is now installed in India. That business enterprise might be referred to as an MNC in India. When those organizations have an installation in any other kingdom, it will impact the monetary situation of the USA and the cultural and social environment. These are also referred to as global businesses. In extra customary phrases, these are the one's corporations that have been

**Q3. Indian Veterinary manufacturing company BRM VET engaged in manufacturing of animal healthcare products having extensive range and international quality products:**

**a. What are your priority International markets for these animal healthcare products, explain briefly** (**5 Marks)**

**Ans 3a.**

**Introduction:**

Nowadays, as humans with some conventional mindset say, you'll find fewer people bringing in a home and more animals there in overseas countries. They commonly refer to the growing trends among humans in preserving pets. Humans are greater willing to keep pets with them. It is

**b. What will be your market entry strategy for this overseas market for BRM VET.? (5 Marks)**

**Ans 3b.**

**Introduction:**

People are extra inclined to maintain pets with them. Sometimes, many people maintain pets just for their fun or entertainment, even as others preserve them for care and a feel of success towards serving nature. It's miles only a form of the sense of fulfillment they get hold of with the aid of