**International Business**

**June 2022 Examination**

**Q1. “War between Russia and Ukraine is not only affecting trade of these two countries but entire Global Business.” – In the light of above statement analyze International Business Environment. (10 Marks)**

# ****Answer 1.****

## ****Introduction****

The business primarily based on an international platform is related to the contiguous on whom various global companies are strolling their all business. Those business platforms relate to the link between numerous nations and their all territories, and their all business culture creates the international business environment. The enterprise surroundings are stricken by diverse social, cultural, monetary, and no secular issues. Within the case of a fight or war among countries like Russia and Ukraine, the arena's business economy has been affected. This happens because of

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# 2. “Documentary Letter of Credit collection method is the most popular mode of collecting payment by the exporters” – Analyse the statement.

# How is an irrevocable L/C different from back to back L/C? (10 Marks)

# Answer 2.

## Introduction

The process of documentary letter of credit collection is away. On this approach, the exporter's bank requests the importer's bank by sending the info of the files of the transaction and the products lists. The bank of importer here issues the authority the L/C or letter of credit. The method continually enables the import and export process to be safe and comfortable. There are various types of L/C, and they are Revocable and irrevocable LC, including the confirmed and

**Q3. In early 2000, “United Colors of Benetton”, The Italian Casual Wear Brand decided to restore it’s lost sales through a shift in strategy. They decided to allow the country managers to adapt the product offers and rework on the marketing strategies. Products were redesigned keeping in view the physical differences among various contries customers. Regional flavours were added in product features and communication specially when more than 50% business started coming from emerging markets.**

**a. How does the Brand “United Colors of Benetton” demonstrate the Globalisation of markets? (5 Marks)**

# Answer 3a.

## Introduction

The world economy has been given all independence thru the technique of globalization. Globalization approaches the buying and selling of numerous products within the global or worldwide marketplace, taking a stand within the competitive edges. Globalization has given

**b. Do you think that this strategy is appropriate for emerging markets? (5 Marks)**

**Answer 3b.**

**Introduction**

Within the growing marketplace, globalization brings more significant challenges and more opposition. Various domestic companies are getting extra innovative and modern to fight the issues. The rising markets use those natural sources which are less pricey. The rising markets in