**International Marketing**

**June 2022 Examination**

## Q1. The phrase “Think globally, act locally” has been often used in various contexts. Comment on the same and give your opinion in which areas this term can be applied? (10 Marks)

## Ans 1.

## Introduction

The ‘think globally, act domestically’ concept was founded in 2015. The concept was taken from a book written by Patrick Geddes, who became a social activist. Each business organization is willing to enlarge its business more globally. The talk ‘thinks globally, acting domestically is crucial for each employer to move their corporations ahead more efficiently. Via this slogan, a significant segment of society is inspired. Those phrases had been used enough around the world to inspire greater. To start with, working domestically is considered a very vital step for all

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## Q2. Countries like US have at times stated “America First” as their policy. Do you consider that our country should adopt “India First” policy? In this context explain how countries can create barriers to promote their own products. (10 Marks)

## Ans 2.

## Introduction

Donald Trump mounted a kind of policy in 2017 within the united states. This policy is America's first policy. It's far seemed as a non-income policy firm based with the aid of Donald Trump. He eas indexed in this policy for specific duties. He took an essential step for the country by adopting this kind of coverage for diverse sorts of development work. I think it would be a very crucial step to adopt such an India first coverage in our country, India, as in the case of America first. This policy will not only help the country to develop but also take ahead diverse

**Q3. Read the following case study carefully and then answer the questions that follow:**

**India has been the home of Ayurveda. Ayurveda drugs have been a key player for medicines in India. Your company manufactures various Ayurvedic drugs, and its Ayurveda formulations have done well to recoup Covid 19 patients in India. In order to change the things in its favor to cash-in on the “Covid 19” the company wants to adopt a new strategy and market its products globally.**

**a. Explain your strategy to launch Ayurveda products to global market during the pandemic? (5 Marks)**

# Ans 3a.

## Introduction

Demand for Ayurveda products has grown considerably nowadays. Ayurveda capsules are taken into consideration as a medicine. This is vital in this pandemic scenario. Because the demand for this Ayurveda product has been increasing for a long time in India, so this desires to adopt

**b. Suggest any two Market Entry Strategies for the company to enter global markets? (5 Marks)**

**Ans 3b.**

**Introduction**

Like every different employer, ayurvedic remedy organizations must make their business bigger inside the global marketplace. To enter this type of global marketplace, sure strategies must be followed. Effective approach measures will permit the ayurvedic medication company to enter