**International Business and Export Import Management**

# June 2022 Examination

# Q1. “International Business is only an extension of and a variation on domestic business” –

# Do you agree or disagree? Critically evaluate the statement. (10 Marks)

# Ans 1.

## Introduction

The statement does not agree that global business is the handiest expansion and diversification of domestic business because businesses that grow into distant markets are almost unprecedented. This fashion can be preserved indefinitely in the future, way to advances in communication and information generation. When considering the boom, many neighborhood companies will examine the outdoor of their modern-day area. Usually, this consists of exploring possibilities in

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# Q2. “International Economic Institutions are needed as they aim to provide a level playing field for all the countries and develop economic cooperation”.

# In the light of above statement explain the functions of major International Economic Institutions. (10 Marks)

# Ans 2.

## Introduction

Almost all countries export and import to make a profit from the growing global trade. Global alternate can be expanded if countries adhere to an equal set of guidelines, rules, and standards governing import and export. Unique international economic structures establish these same practices and guidelines. There are three critical international financial facilities. These institutions are searching to set up a worldwide area and sell economic cooperation. Those

# Q3. 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? Explain with reasons. (5 Marks)

# Ans 3a.

## Introduction

In 1998, Daimler-Benz and Chrysler Corporation arranged to meet to produce the most critical feasible outcomes of a merger. So that it will be triumphant and leave a mark on their opponents, one of the companions' strengths turned into predicted to withstand the mistakes of the other partner. The aggregate of Daimler-Benz and Chrysler changed into unheard of in length and

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

**Ans 3b.**

**Introduction**

Conclusion: there are numerous reasons why a startup can merge with, accumulate, or be purchased by any other company in another country. The global boom is one of the maximum famous. Nowadays, more excellent organizations are joining than ever before to gather people,