**International Business & Export Import Management**

# September 2022 Examination

**Q1. In International Business an organization should be able to cope up with the international differences that arises from different culture and for that the international culture has to be understood by the managers". In light of above statement explains various factors and organizations need to understand about cultural differences while making strategies for international business. Also explain forces of International Macro Environment.** **(10 Marks)**

**Introduction**

An organization's cultural and social environment contains various components related to the marketing system, including religious beliefs, education and learning, and social modifications based upon the marketing system and organization analysis. Additionally, marketing is planned for the adjustments of items and established overseas market prices to attain sensitive modifications, explore the cultural distinctions related to markets, and take care of marketing programs or organizations. However, the cultural modifications and their failure influenced the main and second reason for organization marketing, which includes the

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**Q2**. **“The major objectives of sourcing globally are to lower production costs and to maintain the required quality standards of products and services”. In the light of above statement explains the reasons, benefits and challenges of Global Sourcing.** **(10 Marks)**

**Introduction**

Business demand and global sourcing are gotten in touch with each other through purchase methods and influence the services and items of companies through global market price and promote performance in reasonable adjustments. Moreover, global marketing helped create higher business efficiency, handled the services exacting top quality, and explored the services and business demands. The organizational difficulties consisted of compliances services, taking care of the long-range values of organizational logistics, and offering high-quality standards in the present market. The factor for selecting the global sourcing was to

**a. How does the Brand “Pull n Beer” demonstrate the Globalization of markets?** **(5 Marks) –**

**Introduction**

The business and international market used the services and products, controlled the business created and handled the environment modifications. Recommendations of organizations are created for competitive adjustments and controlling the business services. This area will explain globalization and aspects of taking care of the values of the services and check out

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

**Introduction**

The organizational values and economic modifications are needed to take care of investment and services demand. Business potential is adding the competitors assessed based upon rice crust and promoting business supremacy changes. It will include the market strategies and assess the emerging company strategies. The arising market will be defining the interaction