**International Business**

**December 2022 Examination**

**1. “Organisations engaged in International Business often face more complex situations then the organisations which conduct Domestic Business.” – Critically evaluate the statement and explain difference between domestic and international Business. (10 Marks)**

**Ans 1.**

**Introduction:**

Any business that occurs in the domestic country is limited to the geographical boundary within a country. While however, worldwide barriers aren't anyhow confined to the worldwide limitations and are loose to trade with any nations according to the desires, anyplace the country wants to change. Even though the concepts of enterprise-associated obligations, features, and so forth are the same in the home and a global business, the surroundings in which each business market performs are different. Unlike a domestic business supervisor, a global business manager faces some issues, uncertainty, dangers, etc.; therefore, the undertaking of international business

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**2. An Indian jewellery Brand “Tanishq” wants to enter into Middle East Market with its range. What are the choices available to enter into this overseas market and what is the best-suited option? (10 Marks)**

**Ans 2.**

**Introduction:**

Investing in some other market or setting up overseas will be risky in numerous ways; however, it may introduce your organization to massive markets, increase sales, and benefit a higher reputation for your brand. To reduce this risk of being a failure in that target country, it is very vital to understand who our target audience is. It is also vital to recognize what the demand of people is and what suits the culture of that place. These items play a huge role in determining how your company goes to carry

**3. Vinayak began an electric fan manufacturing unit in Navi Mumbai ten years ago. He sells BLDC Energy saver fans to several towns in Maharashtra & South India. Though the usiness is doing well Vinayak started to feel that he should expand the business by attracting more customers. Vinayak has an opportunity to sell the masks to Sri Lanka and Mauritius. He has also been contacted by a party in Gurgaon for sales. Also it has been observed that worldwide demand for BLDC energy Saving Electric fans is on the rise. Based on his production capacity Vinayak can either take up the North India market or plan for Exports.**

**a. What factors are to be considered by Vinayak to decide if he wants to go for exports in Sri Lanka and Mauritius. (5 Marks)**

**Ans 3a.**

**Introduction:**

The objectives will be personal or non-personal. Now and again, people need to do global change simply to benefit from international recognition. But consider it, your intention is pretty much global recognition, then you need to move for exports; however, if your number one goal is to make extra income, then you should move for the other choice to be had as it's far cheaper

**b. If Vinayak decides to go for Exports, what procedure and documents are required? (5 Marks)**

**Ans 3b.**

**Introduction:**

Moving items to the other in a domestic setup no longer requires much documentation, nor is it a challenging method. But in the case of global change, i.e., Export, it is a complex method, and many documents are required to facilitate