**International Marketing**

**December 2022 Examination**

**1. As each country today thinks about restricting imports and protecting their markets, what in your opinion still motivates firms to engage in International business? (10 Marks)**

**Ans 1.**

**Introduction**

The international organization might be identified as offers throughout public boundaries. Any deal between parties from greater than one country is an item of international service. The trading of merchandise, product, or administrations throughout the public limits of a country is called the world service. In the sophisticated company environment defined by the increasing pattern of globalization, numerous companies are extending their service activities past their home-grown restrictions. Numerous firms frequently seek new organizations and particular open doors, which they can theorize by straying into unknown company markets. An international

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**2. In your opinion do you think we should permit FDI and FII to invest in our country? (10 Marks)**

**Ans 2.**

**Introduction**

Foreign direct investment is a risk in a strange company or task by an economic backer, organization, or government from another country. For the most part, the term is utilized to portray an organization's option to obtain a substantial stake in an unfamiliar business or to get it, by and large, to extend tasks to another area. The term usually does not represent a business share in a strange organization alone. FDI is significant in the world economy since it makes resilient and steady links between economies. A foreign institutional investor is a financial

**3. Read the following case study carefully and then answer the questions that follow: Your firm manufactures EV bicycles in India and wishes to market them globally. In spite of competition, you see that South Africa has a huge potential and plan to expand your retail operations in South Africa.**

**a. Explain your market entry strategy to launch the EV bicycles in South Africa. (5 Marks)**

**Introduction**

Market entry strategies provide companies with an overview of entering global company markets. Considering numerous techniques organizations can utilize to offer their merchandise universally, they will choose the most effective methodology due to their goals and target market. Comprehending service field flow techniques and their differences can assist you with

**b. Explain major global pricing policies. Which of these pricing policies would you consider while launching the EV bicycles in South Africa? (5 Marks)**

**Introduction**

Pricing strategy is a pretty lean ground in the field of financial matters. The evaluating choices you make when you begin to sell a different thing - or in an additional market are a centrepiece of your showcasing system and can be stood for by a scope of essential criteria. By and large,