**International Business & Export Import Management**

**December 2022 Examination**

# 1. “Commercial Policy of a country encompasses all the instruments which a government can use for promoting and restricting imports and exports”.

# Please elaborate. Also explain various instruments of commercial policy. (10 Marks)

# Ans 1.

# Introduction

A government policy managing commerce with foreign nations is referred to as a commercial policy or trade policy. This includes restrictions on foreign-owned enterprises, trade-in services legislation, tariffs, trade aids, import allocations, voluntary export constraints, and other obstacles to international commerce. Every nation's commercial strategy in the contemporary duration is commonly built on advertising exports while discouraging imports. Exporters are promoted by offering beneficial freight rates for exports and other incentives. The construction of toll wall surfaces, exchange controls, quota systems, purchases of in-

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# 2. “Globalization is the reduction and removal of barriers between national borders in order to facilitate the free flow of goods, capital, services and labour.” Do you agree?

# In light of above statement, explain various stages and drivers of Globalization. (10 Marks)

# Ans 2.

# Introduction

Concepts, information, know-how, goods, and services pass through nationwide and international borders due to globalization. In the business market, the expression refers to interdependent economies that sustain free trade, the unlimited accessibility to resources abroad, and the complimentary activity of money across nations, especially labor markets, to enhance earnings and advance society.

Globalization is driven by the accident of socioeconomic systems. A lot more international

# 3. Mc Donald’s, an American Fast Food serving Company, is a chain of restaurants operating across the world.

# Mc Donald’s targets individuals and family around the world for its global business success. It opens around 500 new restaurants every year.

# Mc Donald’s operates internationally and has stores in several countries such as USA, Russia, Spain, UK, Portugal, Germany, Italy, France, Austria, Ireland, Belgium, Luxemberg and Middle East countries. As an international entity Mc Donald’s controls most of the operations including those of supply chain, design and manufacturing on its own with the help of a very well managed vendor network .

# Mc Donalds Wants to enter into India which is one of the fastest growing country in the world. In order to address Indian Consumer’s demand and preferences Mc Donald has taken a conscious decision not to introduce Beef products in India. Also they have introduced Mc Berger and Mc Aloo Tikki at popular price points. They have adopted a strategy of “Think Global Act Local”.

# a. Do you think that the strategy “Think Global Act Local” adopted by Mc Donald’s is right strategy for India? (5 Marks)

# Ans 3a.

# Introduction

Thinking globally while acting locally is a usual approach to worldwide strategy or any international undertaking. Business execs are especially pressed to adopt an international sight for their business while changing their operations to the neighborhood contexts in which they thrive. Most experts in the area share this point of view, and there is proof to indicate

# b. What Macro and Microenvironment Forces Mc Donald’s should analyze before entering Indian market. (5 Marks)

# Ans 3b.

# Introduction

One of the most widely known junk food chains in the whole world is possibly McDonald's, which has its headquarters in Chicago. We will look at the countless macro and micro-environmental aspects that impact the success of this multinational dining establishment