**International Marketing**

**April 2023 Examination**

**Q1. You are a manufacturer of cycles from India and are keen on expanding your business globally. Discuss the challenges of marketing your product globally? (10 Marks)**

**Ans 1.**

**Introduction**

A business can be specified as an organization or company participating in commercial, commercial, or expert tasks. The factor for running a business is arranging any financial products or items and solutions. Businesses can be earnings or nonprofit companies fulfilling a social cause or a charitable goal. Businesses can range in scope and range from single proprietorships to huge, varied global companies.

Running a business in our home country effectively and broadening it worldwide are two different points. Various global elements can influence the running of the business. The

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**Q2. “Go Local “is a term that is having resonance with countries today to promote Local consumption. In your view is it positive for nations to produce locally and avoid globalization? (10 Marks)**

**Ans 2.**

**Introduction**

Going local can be called utilizing your area-produced goods and solutions to reduce the use of imported materials from various other countries. These benefits regional vendors that make and market the same products we make a living and import. It is a good initiative for the government as it can raise our local vendors' source of income and reduce our county's total imports. As most of us recognize, imports are not healthy for any country, so going to your area can aid us in preserving our country's funds and boost our GDP and per capita

**Q3. Read the following case study carefully and then answer the questions that follow:**

**India achieved a record food grain production of 281.37 million metric tons due to fertile soil, good rainfall and use of genetically modified seeds. From a net importer of food India today exports food grains to various countries like, Iran ,Qatar, UAE, Indonesia etc.**

**Ironically India is home to the largest number of hungry people.**

**Around 213 million go hungry and are malnourished people as they do not get proper two meals a day. Food distribution channels are weak and about 10 % of the stored food grains is being wasted and eaten up by rats and birds while human population is deprived of food.**

**a. Explain whether India should continue to export food grains to various other countries? (5 Marks)**

**Ans 3a.**

**Introduction**

Most of us recognize that India houses millions of underprivileged individuals who rarely get two dishes for the day. These individuals constantly require much more standard centers, consisting of correct food. As mentioned in the concern, 10 percent of the kept food grains are \

**b. Suggest a strategy how India can solve the above dilemma and embark on large scale food grain exports? (5 Marks)**

**Ans 3b.**

**Introduction**

This is challenging as the government has to guarantee that the people of India are provided with the standard food facility to export food grains to gain the optimum. The government must satisfy both things, including its people, and accomplish ohmic