**International Business**

**June 2023 Examination**

**Question 1: You are a manufacturer of packaged sweets and salty snacks products from India and are keen on expanding your business globally. Discuss the challenges of marketing your product globally suggests measures to overcome them**

**Ans:**

**Introduction**

Growing an organization worldwide can be complex, especially promoting items in numerous countries and cultures. As a producer in India of candies and salty snacks which can be bought in packaging, the following are a few difficulties that you can have while trying to promote your goods on an international scale, as well as the ability answers to those difficulties:

Versions in the way of life: people in other nations have varying ways of life and options, none of which can be well suited to the characteristics and presentation of your product. For

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**Question 2: Critics of WTO including economists such as Dani Rodrik and Ha Joon Chang have argued that WTO only serves the interests of multinational corporations, undermines local development, penalizes poor countries and is increasing inequality. Comment on the above and suggest the changes in your opinion can bring improvement to developing countries.**

**Ans:**

**Introduction**

The sector trade agency (WTO) has been the challenge of numerous discussions and allegations over the years that it's been worthwhile. Innumerable economists, such as Dani Rodrik and Ha Joon Chang, have argued that the sector trade organization (WTO), in the main, serves the interests of establishment agencies and that the policies of the WTO have unfavourable results on the improvement of nearby economies, punish economically disadvantaged nations, and promote inequality. These economists have also argued that the

**Question 3. a: Explain your market entry strategy to launch the EV bicycles in South Africa.**

**Ans:**

**Introduction**

For us to have a hit launch of our electric bicycles in South Africa, we want to assemble a marketplace entry strategy that takes into consideration every component of that market. The following guides of motion define the approach that we propose:

**Concept and application**

Behavior Investigations Into the marketplace. To have a better hold close of the market for

**Question 3. b: Explain major global pricing policies. Which of these pricing policies would you consider while launching the EV bicycles in South Africa?**

**Ans:**

**Introduction**

Not most straightforward may also be the pricing strategies that an employer employs to stay competitive in the global market have a vast impact on the organization's income and profits; however, they also can significantly affect the enterprise's standard level of competitiveness. The following is a listing of some of the