**International Marketing**

**June 2023 Examination**

**Question 1: “Think globally, act locally” has been often used in various contexts. Comment on the same and give your opinion in which areas this term can be applied?**

**Ans 1.**

**Introduction**

A common slogan that can be observed online encourages human beings to "assume globally, act locally," because of this that they have to consider their movements' more significant substantial worldwide effect while also concentrating on creating high-quality changes in their immediate surroundings. People are often endorsed to "think globally, act locally," and the slogan can be discovered online. This concept rests on the primary premise that, even reputedly, little actions taken on a regional basis can snowball into full-size trade worldwide. That is the crucial pillar of this concept. The aphorism "assume globally, act domestically"

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**Question 2: Countries like US have at times stated “America First” as their policy. Do you consider that our country should adopt “India First” policy? In this context explain how countries can create barriers to promote their own products.**

**Ans 2.**

**Introduction**

The word "America First" describes a policy that prioritizes the pastimes of the United States of America above the ones of different nations. The objective of this method is to inspire economic growth in the united states even as also strengthening the state's defences. In a similar line, the policy often called "India First" can be construed as placing India's interests ahead of those of other nations.

It is reasonable for nations to prioritize their pursuits; however, adopting a policy of "India

**Question 3. a : Explain your strategy to launch Ayurvedic products to global market after the pandemic?**

**Ans 3a.**

**Introduction**

If a company's Ayurveda formulations help treat Covid-19 patients in India, then bringing Ayurvedic objects to the global market after the pandemic can be a feasible business idea for that company. The following is a list of probable measures that the company may take to marketplace its products on a global scale

**Question 3. b: Suggest any two Market Entry Strategies for the company to enter global markets?**

**Ans 3b.**

**Introduction**

When coming into global markets, a firm can use either exporting or joint venture as feasible market entrance techniques; nonetheless, every one of these strategies comes with its own set of blessings and disadvantages. This could be useful to both parties involved. But, a joint