**International Business & Export Import Management**

**September 2023 Examination**

**1. Incoterms are essential terms that provide specific guidance to individuals participating in the import and export of global trade”- In light of above statement explain various rules of Incoterms 2020. (10 Marks)**

**Ans:**

**Introduction:**

Incoterms, short for international industrial terms, are fixed, internationally recognized policies that define the obligations, risks, and prices associated with transporting and turning in items in global change. They were first delivered by the International Chamber of Commerce (ICC) in 1936 and have since been regularly updated to reflect modifications in international exchange practices. The most recent model is Incoterms 2020, which affords clean recommendations for importers, exporters, and intermediaries concerned with global

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**2. “In International Business an organization should be able to cope up with the international differences that arises from different culture and for that the international culture has to be understood by the managers”.**

**In light of above statement explain various factors an organization need to understand about cultural difference while making strategies for international business. Also explain interaction between national culture and organizational culture. (10 Marks)**

**Ans :**

**Introduction:**

In today's globalized world, organizations increasingly interact in global business to tap into new markets, expand their attain, and benefit from a competitive aspect. However, working in worldwide markets comes with challenges, and cultural variations are among the most sizable factors to recall. Cultural variations can drastically affect the fulfillment or failure of global business ventures. Therefore, businesses should understand and adapt to international cultures to correctly navigate the complexities of world markets. This essay will delve into

**3. Nike Inc., the world’s leading apparel and footwear manufacturer, outsources the manufacturing part of the production to a number of factories in Asia where there is plenty of cheap labor available.**

**Usually, it chooses countries where cheap labor is available, where there is an authoritarian government, and the lack of union rights appeals and union movements.**

**Since the 1970s, Nike, Inc. has been accused of using sweatshops to produce footwear and apparel. It was built on the business model of finding the lowest cost of labour possible which led to child labour and exploitation**

**As to remain competitive in the market, Nike searched for cheaper resources and markets. Therefore, Nike had shifted its production to lower manufacturing cost countries such as Japan, Korea and Taiwan. Later in the 1980s, production had moved to Southern China. However, as Japan’s economic started expanding, the manufacturing cost increased. Therefore, Nike shifted its contracts to Vietnam, Indonesia and China**

**Nike has the highest number of contract factories in China followed by Thailand, South Korea, Vietnam, Pakistan, Bangladesh, and India. By opting for such places, Nike has made huge margins due to cheap labor...**

**Starting from the mid-1990s, there were criticisms from human right protectors and media regarding labour health and safety conditions, low wages and discrimination in the hiring and firing process. Therefore, Nike started to take actions as to rescue its reputation:**

**a. Briefly describe the ethical issues involved in sweatshop conditions and the treatment of workers in Nike's factories. (5 Marks)**

**Ans :**

**Introduction:**

Nike Inc., a prominent international clothing and footwear manufacturer, has faced considerable grievance and controversy over its treatment of people within the factories it outsources production to, especially in Asian nations where cheap exertions are significant. This practice has raised extreme ethical concerns, including sweatshop conditions,

**b. Nike has failed to follow the labor laws of the countries it operates in and has not succeeded in effectively implementing its Code of Conduct. What measures must Nike take to convince the public that it really wants to put an end to the maltreatment and exploitation of workers in its Asian factories? (5 Marks)**

**Ans :**

**Introduction:**

Nike Inc., an international clothing and shoes enterprise leader, has faced chronic allegations of exploiting sweatshop hard work in its Asian factories. The business enterprise has been accused of taking advantage of reasonably-priced exertions, authoritarian governments, and the absence of union rights inside the nations where it outsources its manufacturing. These