**International Business**

**September 2023 Examination**

**Q1. You are a manufacturer of Ayurvedic products from India and are keen on expanding your business globally. Discuss the challenges of marketing your product globally and suggest measures to overcome them?**

**Ans :**

**Introduction:**

Expanding your business globally as a producer of Ayurvedic products in India may be a promising undertaking. Ayurveda, an ancient holistic restoration system, has received significant recognition worldwide due to its natural and holistic well-being approach. However, marketing Ayurvedic merchandise globally comes with its challenges. This essay aims to discuss the challenges of dealing with Ayurvedic merchandise and endorse measures to overcome them.

**Concept and Application:**

**1. Cultural Differences:**

One of the most demanding situations in advertising and marketing Ayurvedic products globally is the cultural differences between international locations. Ayurveda is deeply rooted

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**Q2. Various products from China dominate our markets and have made production**

**unprofitable for Indian manufacturers. In your opinion should we allow the entry of**

**Chinese products in our country?**

**Ans:**

**Introduction:**

The issue of Chinese products dominating markets and affecting the profitability of Indian producers is complex and contentious. The inflow of Chinese products has considerably impacted various industries in India, central to issues about the viability of domestic manufacturing and the overall economic consequences. In this essay, we will explore the professionals and cons of permitting the access of Chinese products into India. We will arrive at a properly-rounded conclusion by inspecting the concept and alertness of any such choice.

**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?**

**Ans:**

**Introduction:**

India's agricultural sector has experienced an excellent increase in recent years, mainly to report food grain production and reworking the country from an internet food importer to an exporter. This achievement may be attributed to several elements, such as the country's fertile soil, ok rainfall, and adoption of genetically changed seeds. However, despite this success, India faces a paradoxical situation with a massive populace stricken by hunger and

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

**Ans :**

**Introduction:**

India's agricultural quarter has witnessed significant growth recently, resulting in file food grain manufacturing of 281.37 million metric heaps. This achievement may be attributed to various factors, including fertile soil, favorable rainfall patterns, and adopting of genetically modified seeds. As a result, India has transitioned from a net food importer to a food grain exporter, imparting nations like Iran, Qatar, UAE, and Indonesia, among others. But, no