**International Marketing**

**December 2023 Examination**

**Q1. Your company is a manufacturer of Incense sticks, also called Agarbatti, from India and are keen on expanding your business globally. Discuss the challenges of marketing your product globally. (10 Marks)**

**Ans 1.**

**Introduction**

The global marketplace offers an array of opportunities for businesses seeking to expand beyond their domestic boundaries. The incense stick, or 'Agarbatti' as it is traditionally called in India, is a product with profound cultural and spiritual significance. Originating from the Indian subcontinent, Agarbattis have been an integral part of religious rituals, meditation practices, and even for aroma in households for centuries. As a manufacturer from India, the ambition to take this product globally is both exciting and challenging. The essence of the Agarbatti does not merely lie in its fragrance but also in the cultural connotations it carries.

**Q2. The government of India initiative is to encourage local industry and consume as locally as possible, and to use the long-term effects of increased demand to develop domestic industry and gradually become self-sufficient. “Vocal for 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**

In an era of rapid globalization, where interdependencies between countries are celebrated for shared economic prosperity, the emergence of movements such as "Vocal for Local" can be viewed as a contrarian shift. Stemming from the Indian government's initiative, this slogan emphasizes the significance of endorsing and consuming local goods. The primary objective is to bolster local industries, leading them to self-sufficiency while attenuating dependence on global supply chains. While globalization has brought immense advantages in

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**Q3. Read the following case study carefully and then answer the questions that follow: Chinese e-commerce platforms ship these goods ordered by Indians by claiming them to be "gifts" as those under Rs 5,000 are not subjected to customs duty. Authorities have seized many such shipments trying to evade customs duty. Chinese retailers like Club Factory, Ali Express and Shein will be affected the most by this move. To reduce these illegal imports, the tax department is planning to charge a mix of integrated goods and services tax (IGST) and customs duty on products ordered from Chinese e-commerce companies and will impose it on buyers at the payment stage, sources said to the paper. "The government is looking to bring in payment gateways on board on the scheme and when the consumer pays the money, IGST and customs duty will be included in the price," said one source to the paper. Since the government started its crackdown on the imports from Chinese e-tailers, the numbers have gone down. According to a Bloomberg report taken from a customs document, imports of shipment worth below Rs 1,00,000 has fallen sharply by 55 percent in Mumbai.**

**a) What in your opinion should the Government of India take measures to stop the malpractice by Chinese firms? (5marks)**

**Ans 3a.**

**Introduction**

The rapid growth of e-commerce has not only provided convenience to consumers but has also introduced new challenges in international trade and customs regulations. Chinese e-commerce platforms' strategy of shipping goods to India labeled as "gifts" to circumvent customs duties illuminates a gray area in international commerce. While such strategies might boost sales for these platforms, they undermine the local economic structure and evade

**b) Explain antidumping duty and how can the Government apply these duties without violating the WTO rules, of Free Trade. (5 Marks)**

**Ans 3b.**

**Introduction**

In the realm of international trade, one of the contentious topics is the practice of dumping – where a country exports a product at a price lower than its domestic market price. This can harm the importing country's domestic industry. To counteract such practices and protect domestic industries, governments impose antidumping duties. However, while doing so,