**International Business**

**April 2024 Examination**

**1. After achieving great success in manufacturing textile apparels in India, your company is keen on expanding the business globally. Discuss the challenges of marketing your product globally and suggest measures to overcome them? (10 Marks)**

**Ans 1.**

**Introduction**

The globalization of business operations, particularly in industries like textile apparel, has presented unique opportunities and challenges for companies looking to expand their footprint beyond national borders. For a company that has found success in manufacturing textile apparels in India, the transition from a domestic market to an international arena is a significant step. This move requires a strategic understanding of diverse market dynamics, consumer behaviors, and regulatory environments. The global textile market is characterized by intense competition, cultural diversity, and constantly evolving fashion trends, which demands a nuanced approach to marketing and brand positioning. As the company prepares

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**2) 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 WTO should embark on, so as to promote developing economies. (10 Marks)**

**Ans 2.**

**Introduction**

The World Trade Organization (WTO), established as the lynchpin of global trade relations, aims to foster international trade and economic cooperation. However, this noble pursuit has been marred by criticism from prominent economists like Dani Rodrik and Ha Joon Chang. They contend that the WTO predominantly caters to the interests of multinational corporations, at the expense of local economies and development, especially in poorer nations. This criticism hinges on the argument that the WTO’s policies inadvertently perpetuate inequality, privileging the developed world while penalizing the developing nations. This perspective demands a critical examination of the WTO’s operational framework and its impact on global economic disparity. The discussion around this issue is

**3) Read the following case study carefully and then answer the questions that follow: India's manufacturing infrastructure demonstrates enormous capabilities to develop EVs and e-bikes at a reduced cost. Subsequently, the government is doing its part by offering financial incentives and subsidies for e-bike manufacturing. In spite of competition, you see that South Africa has a huge potential and plan to expand your retail operations in South Africa.**

**a) In your opinion, what are various Market Entry strategies that you would like to approach for the launch of your products? (5 Marks)**

**Ans 3a.**

**Introduction**

The burgeoning electric vehicle (EV) and e-bike market in India, bolstered by substantial manufacturing capabilities and government incentives, presents a unique opportunity for expansion into new markets. South Africa, with its untapped potential in the EV sector, emerges as an ideal candidate for such expansion. However, entering a new market requires a well-considered strategy that accounts for local market dynamics, consumer behavior, and

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**b) In your opinion what are what are various incentives our government should offer to promote the use of EV vehicles and to export them globally? (5 Marks)**

**Ans 3b.**

**Introduction**

The shift towards electric vehicles (EVs) represents a significant step in achieving sustainable transportation. To accelerate this transition and establish a global footprint in the EV market, it's crucial for governments to implement a robust framework of incentives. These incentives not only stimulate domestic usage of EVs but also bolster their export potential, positioning