**International Marketing**

**April 2024 Examination**

**1. India received the highest annual FDI inflows, in recent years. While FDI and FII bring in foreign capital, which is essential for a country's economic development. However, they also cause damage to small and medium enterprises who lack economy of scales in home country. In your opinion, do you think we should permit FDI and FII to invest in our country? (10 Marks)**

**Ans 1.**

**Introduction**

Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII) have been pivotal in shaping the economic landscapes of developing countries, including India. In recent years, India has witnessed a surge in FDI inflows, marking its emergence as an attractive destination for international investors. This influx of foreign capital plays a crucial role in stimulating economic growth, enhancing technological advancements, and creating employment opportunities. However, this phenomenon also brings with it a set of challenges. Small and Medium Enterprises (SMEs) in India, which form the backbone of the economy, often find themselves grappling with the intense competition and market dominance exerted by multinational corporations. This disparity raises a significant question about the balance

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**2. Chinese brands commanded 75% of India's smartphone market in 2022, down from 76% in 2021. What would be your strategy to promote and manufacture more of Indian brands in India? Also, express your opinion on the impact of iPhone manufacturing in India. (10 Marks)**

**Ans 2.**

**Introduction**

In 2022, Chinese smartphone brands dominated the Indian market, holding a 75% share, slightly down from 76% in 2021. This scenario underscores the intense competition in one of the world's largest and fastest-growing smartphone markets. Addressing this dynamic market landscape requires a multifaceted strategy focused on promoting and manufacturing Indian smartphone brands domestically. The strategy should encompass aspects like innovation, pricing, marketing, and leveraging local consumer preferences. Additionally, the recent shift towards manufacturing iPhones in India presents a significant development in the industry. It

**3. Read the following case study carefully and then answer the questions that follow:**

**ABC Motors, a renowned foreign automotive manufacturer, entered the Indian market with high hopes of capitalizing on the growing demand for automobiles. They decided to establish a manufacturing plant in India, hoping to tap into the vast Indian consumer base. ABC Motors faced the challenge of meeting the Indian government's strict conditions, which required a significant portion of their vehicle components to be sourced locally. This posed a logistical nightmare, as many specialized components were not readily available in the Indian market. The foreign company was accustomed to international standards, and there was skepticisms about the reliability of locally sourced materials and components. A few challenges ABC Motors will face - they have to invest heavily in setting up local supply chains, which increased production costs, lead to delays in production. This, in turn, affected their ability to meet market demand and capitalize on market trends effectively. These added costs and dealing with the Indian government's bureaucracy and navigating the complexities added an additional layer of challenge. Delays in approvals and changing regulations further exacerbated the situation. This in turn made their vehicles less competitive in the Indian market.**

**a. Determine the specific non-tariff barrier addressed in the case and clarify its main purpose for implementation. (5marks)**

**Ans 3a.**

**Introduction**

The case study discusses the challenges faced by ABC Motors, a foreign automotive manufacturer, upon entering the Indian market. One of the key obstacles they encountered was related to the compliance with the Indian government's stringent conditions for sourcing a significant portion of vehicle components locally. This condition imposed by the Indian government represents a specific non-tariff barrier, which will be explored further in this

**b. Outline three strategies that ABC can develop to ensure the success of this transaction in Indian market. (5marks)**

**Ans 3b.**

**Introduction**

To overcome the challenges posed by the Indian government's Local Content Requirements and ensure the success of their transaction in the Indian market, ABC Motors can employ strategic approaches that align with both compliance and competitiveness. These strategies are essential for navigating the complexities of the Indian automotive