**International Marketing**

**December 2024 Examination**

**Q1. Pursuing International Marketing at the global marketplace can be a daunting task and also navigating it is tricky. What in your opinion motivates firms to engage in international marketing? (10 Marks)**

**Ans 1.**

**Introduction**

Engaging in international marketing presents both significant opportunities and formidable challenges for firms operating in today's globalized economy. The complexities of diverse cultural norms, legal systems, and economic conditions can make international expansion a daunting endeavor. Navigating these intricacies requires strategic planning and a deep understanding of foreign markets. Despite these challenges, many firms are increasingly motivated to extend their

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**Q2. In our country many 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? (10 Marks)**

**Ans 2.**

**Introduction**

The influx of Chinese products into Indian markets has sparked significant debate in recent years, with opinions divided on whether their entry should be restricted or allowed. Chinese products, known for their affordability and mass production, have taken over various sectors, ranging from electronics to consumer goods. Many Indian manufacturers argue that the competition from these low-cost Chinese imports has made it increasingly difficult to sustain local production, leading to job losses, factory

**Q3. Read the following case study carefully and then answer the questions that follow: Your firm manufactures EV bicycles in India and wishes to market them globally. In spite of competition, you see that South Africa has a huge potential and plan to expand your retail operations in South Africa.**

**a) Explain your market entry strategy to launch the EV bicycles in South Africa.**

**Ans 3a.**

**Introduction**

Entering a new market, especially one with significant potential like South Africa, requires a well-structured market entry strategy to ensure success. South Africa’s growing interest in eco-friendly transportation and the government’s support for green energy initiatives make it an attractive destination for launching EV bicycles. Despite competition from established local and international players, your firm can capitalize on the increasing demand for sustainable mobility solutions. This case presents

**b) Explain major global pricing policies. Which of these pricing policies would you consider while launching the EV bicycles in South Africa?**

**Ans 3b.**

**Introduction**

Global pricing policies are crucial for firms expanding internationally, as they determine how products are priced in different markets based on factors like competition, cost structure, and consumer behavior. For a successful market entry, selecting an appropriate pricing strategy is essential to balance profitability and market