**International Business**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. A lot of products made in China dominate our markets and have made production unprofitable for Indian manufacturers. What would be your view on allowing the entry of Chinese products in India?**

**Answer:**

**Introduction:**

The influx of **Chinese products** into Indian markets has sparked debates on its impact on local industries. While these products are **affordable and diverse**, they often **undercut Indian manufacturers**, making domestic production less profitable.

Allowing Chinese products encourages **competition and consumer choice**, but it also raises concerns about **job losses, trade imbalances, and national security**. India must strike a balance by **imposing fair trade regulations, promoting local manufacturing through initiatives like ‘Make in India,’ and ensuring quality standards**.

A strategic approach can help India **benefit from trade while safeguarding its economic interests and domestic industries**.

**This is partially solved sample answer**

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**Q2. Leading critics of WTO including economists such as Dani Rodrik and Ha Joon Chang have submitted that WTO only serves the interests of MNCs, undermines local development, penalizes poor countries and is causing increase in inequality. Express your view on the above and suggest the changes that in your opinion can bring improvement to the developing countries.**

**Answer:**

**Introduction:**

The **World Trade Organization (WTO)** has been criticized for favoring **multinational corporations (MNCs), restricting local development, and increasing global inequality**. Economists like **Dani Rodrik and Ha-Joon Chang** argue that its policies often **disadvantage developing nations** by enforcing trade liberalization without considering their economic realities.

To improve, WTO should **allow policy flexibility for developing countries, support fair trade practices, and promote technology transfer**. Strengthening **special and differential treatment (SDT)** provisions and ensuring equitable dispute resolution can help developing nations compete fairly. A more inclusive, transparent, and development-focused WTO can foster sustainable global economic growth.

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**Q3. Read the following case study carefully and then answer the questions that follow: French company Jeanne Oliver Perfumes is contemplating to introduce a perfume by the brand name SK, named after an Indian charismatic celebrity Shah Rukh Khan. The perfume is available in two variants, SK Silver for men and SK Gold for Women. The perfumes are packaged in 100ml pump spray bottle. The strategy would be to capture a large number of consumers who are oriented towards film celebrities. Advertising is also planned through television satellite channels and magazines. You are required to analyze the following:**

**a. In your opinion what pricing strategy you would like to apply during the launch of the product?**

**Answer:**

**Introduction:**

Jeanne Oliver Perfumes plans to launch **SK Silver and SK Gold**, leveraging **Shah Rukh Khan's celebrity appeal** to attract consumers. The right pricing strategy is crucial for market entry and brand positioning.

Considering the **luxury and celebrity endorsement**, a **premium pricing strategy** can create exclusivity and aspirational value. However, to **maximize initial reach**, an **introductory pricing or penetration strategy** with **limited-time discounts** can drive trial purchases. The choice depends on **target audience, competition, and perceived brand value**.

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**b. Due to low cost of manufacturing in India the French company wishes to export the product from India to other countries. Examine in your view the various type market entry strategies available to the French company and which strategy would you use to market the product?**

**Answer:**

**Introduction:**

Jeanne Oliver Perfumes aims to **export SK Silver and SK Gold from India** due to its **low manufacturing costs**. To enter international markets, the company can choose from several **market entry strategies**, including **direct exporting, franchising, joint ventures, licensing, and wholly-owned subsidiaries**.

Considering the **luxury appeal and celebrity branding**, a **direct exporting strategy** would be ideal for **quick market entry with brand control**. Additionally, **strategic alliances with local distributors** can enhance reach. A combination of **exporting and selective licensing** can help **expand globally while maintaining cost efficiency and brand exclusivity**.

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