**International Business**

**NMIMS Solved Assignments for December 2024**

**Q1. Atmanirbhar Bharat Abhiyaan or self-reliant India campaign is the vision of new India. In your view is it positive for nations to produce locally and avoid globalization?**

**Answer:**

**Introduction:**

The Atmanirbhar Bharat Abhiyaan, or self-reliant India campaign, aims to foster domestic production, boost local industries, and reduce dependence on foreign imports, positioning India as a global manufacturing hub. Launched in response to economic disruptions caused by the COVID-19 pandemic, the initiative envisions a resilient economy where India strengthens its manufacturing capabilities across sectors such as technology, healthcare, and agriculture. Advocates argue that a shift toward local production enhances economic stability, job creation, and self-sufficiency. However, critics suggest that minimizing global trade can hinder access to cutting-edge technologies, foreign expertise, and diverse markets. This question raises a debate on the balance between self-reliance and globalization, as nations seek ways to support local industries while maintaining the advantages of interconnected global economies. Is a self-reliant model beneficial, or does it risk isolating economies in a globally interdependent world?

**This is partially solved sample answer**

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**Q2. Your company is in manufacturing cosmetics that are based herbal extracts, and is keen on expanding the business globally. Discuss the challenges of marketing your product globally and suggest measures to overcome them?**

**Answer:**

**Introduction:**

Expanding a cosmetics company with a focus on herbal extracts into global markets presents both exciting opportunities and significant challenges. Herbal-based cosmetics appeal to a growing demand for natural and sustainable products, but international marketing introduces complexities such as navigating diverse consumer preferences, varying cultural attitudes toward beauty, and differing regulatory standards for herbal ingredients. Furthermore, building brand awareness in new regions and competing with established local and international brands require strategic marketing and positioning. Understanding these challenges is crucial for the company to create a robust marketing strategy that resonates across different cultural landscapes. By identifying and addressing these obstacles proactively—through localization of products, adherence to international regulations, and culturally relevant marketing—the company can enhance its global appeal, differentiate its brand, and drive sustainable growth in the competitive cosmetics industry.

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**Q3. Read the following case study carefully and then answer the questions that follow: The Indian government may impose taxes and custom duty as high as 50 percent on products that are ordered from Chinese e-tailers to prevent them bypassing customs duty, according to a report 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**

**“There cannot be the same rate for different categories such as medicines and the amended higher rates should not violate World Trade Organization guidelines by slapping a flat rate," said a legal adviser.**

**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.**

**Answer:**

**Introduction:**

In response to the growing misuse of customs exemptions by some Chinese e-tailers, the Indian government is considering stricter measures to prevent tax evasion on imported goods. These platforms frequently classify shipments as "gifts" under ₹5,000 to bypass customs duty. To combat this, authorities propose imposing integrated goods and services tax (IGST) and customs duty at the payment stage, particularly for purchases through Chinese platforms. By strengthening import regulations and involving payment gateways, the government aims to curtail illegal imports and uphold fair trade practices.

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

**Answer:**

**Introduction:**

Antidumping duty is a protectionist tariff imposed by a government on foreign imports priced below fair market value, often below production costs, to protect domestic industries from unfair competition. To apply antidumping duties without breaching World Trade Organization (WTO) rules, a government must conduct a thorough investigation proving the dumped goods harm local businesses. The duty must be justified, product-specific, and temporary, aligning with WTO's guidelines to ensure fair trade practices while allowing countries to shield their industries from unjust pricing tactics.

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