**International Marketing**

**NMIMS Solved Assignments for December 2024**

**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?**

**Answer:**

**Introduction:**

International marketing involves promoting and selling products or services across borders, presenting both challenges and opportunities for businesses. Companies are motivated to engage in international marketing for several reasons. The pursuit of new markets often stems from the desire for growth and diversification, allowing firms to tap into larger customer bases beyond domestic borders. Additionally, engaging in international marketing can enhance a company’s competitiveness, enabling it to leverage its strengths in diverse environments. Factors such as economic conditions, advancements in technology, and globalization also drive firms to explore global opportunities. By understanding local consumer behaviors and adapting marketing strategies accordingly, businesses can build brand recognition, improve profitability, and achieve long-term success in the dynamic landscape of the global marketplace.

**This is partially solved sample answer**

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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?**

**Answer:**

**Introduction:**

The influx of Chinese products into the Indian market has sparked intense debate about their impact on local manufacturers and the economy. As Chinese goods, often cheaper and more readily available, dominate various sectors, Indian manufacturers struggle to compete, leading to reduced profitability and potential job losses. This situation raises critical questions about the balance between free trade and the protection of domestic industries. On one hand, allowing Chinese products can provide consumers with more options at lower prices; on the other, it may jeopardize the livelihoods of local producers and hinder the growth of homegrown businesses. In this context, policymakers face the challenge of determining whether to embrace open markets or implement protective measures to safeguard Indian manufacturing and foster economic resilience.

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**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.**

**Answer:**

**Introduction:**

The decision to expand retail operations in South Africa for manufacturing EV bicycles presents a unique opportunity for growth. With a burgeoning market for electric vehicles and increasing environmental awareness among consumers, your firm can tap into this demand. A well-defined market entry strategy will be crucial to navigate local competition and establish a foothold in this promising landscape. This approach will encompass market research, partnerships, and tailored marketing initiatives.

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

**Answer:**

**Introduction:**

As your firm seeks to launch EV bicycles in the South African market, understanding global pricing policies is essential for competitive positioning and profitability. Pricing strategies can vary widely based on market dynamics, consumer behavior, and competitive landscapes. This question will explore the major global pricing policies, providing insights into how these approaches can be tailored for the South African market to effectively attract customers while ensuring sustainability and growth for your brand.

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