**International Marketing**

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

**Internal Assignment Applicable for April 2025 Examination**

**Q1. What are your views on Foreign Direct Investments FDI and FII and how do both impact our country?**

**Answer:**

**Introduction:**

Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII) are two major forms of foreign investments in a country. both FDI and FII play important roles in shaping the economy of a country. However, while FDI focuses on long-term economic development, FII can drive short-term market growth and liquidity. A balanced approach, with a healthy mix of both, is ideal for ensuring sustainable economic growth and financial stability.
Both have different characteristics and implications for the economy. Here's a brief overview of both:

**Foreign Direct Investment (FDI)**

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**Q2. Many countries today are promoting “Go Local “to promote Local consumption. What is your view on nations promoting local production and how does it impact globalization?**

**Answer:**

**Introduction:**

The "Go Local" initiative, which encourages local production and consumption, has gained significant attention in recent years. Many countries are promoting this strategy to strengthen their domestic economies, create jobs, and reduce dependency on foreign goods. The "Go Local" initiative can significantly benefit domestic economies by creating jobs, reducing dependency on imports, and fostering cultural identity. However, if taken to an extreme, it can lead to protectionism, inefficiencies, and disruptions in global supply chains. Globalization and local production are not mutually exclusive, and the challenge lies in finding a balance that allows nations to foster their domestic industries while remaining integrated into the global economy.

However, this approach has both positive and negative implications for globalization.

**Benefits of Promoting Local Production:**

**Drawbacks and Impact on Globalization:**

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**Q3. Read the following case study carefully and then answer the questions that follow: Your firm manufactures Incense sticks also called Agarbatti, in India and desires to market them globally. Although there is competition, you see that Mauritius has a huge potential and plan to expand your company’s retail operations in Mauritius.**

**a) Discuss the market entry strategy that you would recommend to launch your company products in Mauritius.**

**Answer:**

**Introduction:**

To successfully launch incense sticks (Agarbatti) in Mauritius, a strategic approach is needed to address local market dynamics, competition, and cultural preferences. The following market entry strategies can be considered:

For Mauritius, Exporting (Indirect Exporting) combined with Franchising would be the best approach for the initial phase. Exporting allows for minimal risk and a trial period in the market, while franchising can help establish a strong retail presence without heavy direct investment.

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**b) How does global pricing policies help in launch of products. In your view which pricing policies do you think would be appropriate while launching of Incense sticks in Mauritius?**

**Answer:**

**Introduction:**

Global pricing policies play a crucial role in determining the success of a product launch in international markets. Pricing decisions need to reflect the local market conditions, customer preferences, competition, and economic environment, while aligning with the company’s overall business objectives and brand positioning. Effective pricing can help in gaining market share, positioning the brand, and achieving profitability.

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