



NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: International Business
Internal Assignment Applicable for December 2022 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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1. “Organisations engaged in International Business often face more complex situations than the organisations which conduct Domestic Business.” – Critically evaluate the statement and explain difference between domestic and international Business. **(10 Marks)**



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2. An Indian jewellery Brand “Tanishq” wants to enter into Middle East Market with its range. What are the choices available to enter into this overseas market and what is the best-suited option? **(10 Marks)**
3. Vinayak began an electric fan manufacturing unit in Navi Mumbai ten years ago. He sells BLDC Energy saver fans to several towns in Maharashtra & South India. Though the business is doing well Vinayak started to feel that he should expand the business by attracting more customers. Vinayak has an opportunity to sell the masks to Sri Lanka and Mauritius. He has also been contacted by a party in Gurgaon for sales. Also it has been observed that worldwide demand for BLDC energy Saving Electric fans is on the rise. Based on his production capacity Vinayak can either take up the North India market or plan for Exports.
- a. What factors are to be considered by Vinayak to decide if he wants to go for exports in Sri Lanka and Mauritius. **(5 Marks)**
- b. If Vinayak decides to go for Exports, what procedure and documents are required? **(5 Marks)**
