

[Time: 03.00 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

Q.1 (A) Read the case study carefully and answer the following questions: (20)

Case Study:

FreshFruits Inc., a leading fruit production and distribution company based in the United States, has achieved significant success in its domestic market. Known for its high-quality fruits and reliable supply chain, the company is now exploring opportunities to expand its operations internationally. The management team has identified several emerging markets in Asia as potential targets due to their growing demand for premium fruit products. To make an informed decision, FreshFruits Inc. undertakes a comprehensive market analysis. They begin by researching consumer preferences in these Asian markets to understand which fruit varieties are in demand. They also investigate regulatory requirements related to food imports, such as health and safety standards, to ensure compliance with local laws. Additionally, the company examines the competitive landscape, identifying both local and international competitors, to assess their market position and potential challenges.

Logistics play a crucial role in the expansion strategy. FreshFruits Inc. evaluates transportation options, distribution networks, and potential partnerships with local distributors. They assess the infrastructure in target countries, such as cold storage facilities and transportation reliability, to ensure efficient delivery of fresh products. Economic factors are also critical. The company analyzes the economic stability and growth projections of the target countries to gauge long-term profitability. They consider exchange rate fluctuations, inflation rates, and overall market growth potential.

Cultural factors and consumer behavior are another key focus. FreshFruits Inc. studies cultural differences and consumer preferences to tailor their marketing strategies effectively. They plan to adapt their product offerings and marketing campaigns to align with local tastes and preferences. By addressing these factors, FreshFruits Inc. aims to mitigate risks and capitalize on the growing opportunities in the global fruit market. The company's strategic approach involves careful planning and analysis to ensure a successful international expansion.

Questions:

- a) Discuss the key factors that FreshFruits Inc. should consider when expanding into international markets. Provide a detailed analysis of how each factor might influence their market entry strategy.

b) Evaluate the potential benefits and challenges that FreshFruits Inc. might encounter in its international expansion.

Q.2 Attempt any Two of the following: (10)

- (a) Define International Business and discuss its significance.
- (b) Explain Perlmutter's EPRG Model.
- (c) Describe the six factors of a PESTEL Analysis.

Q.3 Attempt any Two of the following: (10)

- (a) What are three major types of country risks? Explain each one.
- (b) Explain the Components of Porter's Diamond Model.
- (c) How can Hofstede's Cultural Dimension theory be applied in international business?

Q.4 Attempt any Two of the following: (10)

- (a) Explain the meaning and types of Country Risk Analysis.
- (b) What is the GLOBE Study, and what does it examine?
- (c) Name two common modes of entry for businesses entering international markets.

Q.5 Attempt any Two of the following: (10)

- (a) What is a joint venture in international business?
- (b) Name and describe any two types of mergers.
- (c) Explain two factors that can influence investment decisions and describe their impact.

Q.6 Attempt any Two of the following: (10)

- (a) List two characteristics of Foreign Direct Investment.
- (b) What does WTO stand for, and what is its primary purpose?
- (c) Name one major agreement of the WTO and briefly describe its purpose.

Q.7 Attempt any Two of the following: (10)

- (a) What is one common type of organizational structure used by multinational companies?
- (b) What do you understand by a subsidiary?
- (c) What is the difference between offshoring and outsourcing?

Q.8 Attempt any Three of the following: (15)

- (a) Organization Structure
- (b) Perlmutter's EPRG Model
- (c) PESTEL analysis
- (d) CAGE Framework Pankaj Ghemawat