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## QUESTION 1

Please discuss why the knowledge of International marketing is a must for the business managers especially in the today’s globalized world of business?

Ans)the knowledge of International marketing is a must for the business managers especially in the today’s globalized world of business because world is globalized due to which we can face more competater as well as we can have more opportunity in the market.To compeate in market we should be always update about the market that what are trends ? what is coming new in market? what is expected in near future ?

Knowledge about international markets can help a business in many ways like a local company which have knowledge about international market can start business on international level which will increase there customes as well as there target audience.increase in audienec means chances of Inccrease in customers means increase in profits.

Sometime good local businesses who are king of local market flop when they go for international market it is because of lack of knowledge of international market. As we have big example in food industry of Peshawar CHIEF . Chief is king in local market facing big international brands in peshawar and giving them tuff time but same chief when to dubai and was flop there because they were not aware about dubai market which is totally different form peshawar market .Here in peshawar people have different tast and in dubai every person tast is different form each other cause they belong form different countries and have different culture.chief fail because the were not having the knowledge about dubai market.

## QUESTION 2

What similarities & differences can be recorded when we compare the domestic & the international marketing activities? Please elaborate

DOMESTIC MARKETNG:

Domestic marketing is dealing with in a local market selling product with in a country

INTERNATIONAL MARKET:

International marketing is dealing on international level working and selling products in more than one country

### Similarities:

* In both markets the focus is on customer demand and wants .
* In both markets the main focus is about increase in profit.
* In both markets customer satisfaction is they key to success.
* In both markets markets always try to create good image .

### Differences:

* Domestic marketing is far easy with respect to international marketing
* Domestic markets face few compitators in market but in international market there are thousands of competators .
* In domestic marketing is done in a very sample way but in international market compex techonology is use to attrack as much as customers as possbile
* In domestic marketing marketers have to take care of only local or can say single country rules and laws but for international they have to take care of every country laws where they are working

## Question 3A

How do you see the role of protectionism as a tool to protect your local industry from the foreign invasion?? what can be the drawbacks of imposing strict protectionism policy?

Role of protectionism as a tool to protect your local industry

* By using this policy we give chance to local industry to grow.
* By using this policy we can stop they money going out of country.
* By following this policy we can increase our exports to other country and the profit advantage will go directly to local industry and will also help to increase GDP.
* Life style of citizns will improve and unemplyeesmant will decrease.

drawbacks of imposing strict protectionism policy

* Quality of product will be not that good because of no competation.
* There will be no new inovation come in product.
* Customer will pay more for low quality product.
* For example suzuki mahran for almost 30 years there was no now inovation was done,quality was also getting low and low , and overcharging is done by them.

## Question 3b

Write Short Notes on:

A Balance of Trade & Balance of Payment

B. Global Marketing & Domestic Marketing

C. Any 3 types of Non-tariff barriers

A Balance of Trade & Balance of Payment:

The balance of tradeis the difference between the monetary value of a nation's exports and imports over a certain time period. The balance of payments, also known as balance of international payments of a country is the record of all economic transactions between the residents of the country and the rest of the world in a particular period of time

B. Global Marketing & Domestic Marketing :

Domestic marketing is marketing of good and servies and selling them within the country or can say localy.Gobal marketing is abit complex .In global marketing we world on international level which includes huge investement and marketing and selling of product and services on international level .