1.) You are hired as a consultant for a company based in UAE- Which mode of entry you would recommend for the company which is manufacturing Television for doing business with Mazuwa (not a real country) ,Justify your choice relating to the country data given below (5 marks)

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| 1 . Country  2. Population  3. Area  4. Per capita GNP (annual)  5. Ratio of Urban/ Rural Population  6. Foreign Debt (commercial credits)  7. Main Exports  8. Main Imports  10. Main Industries  11. Balance of Payments  12. Total Export Volume  13. Total Import Volume  14. Form of Government  15 Import Tariff | Republic of Mazuwa (*not a real country*)  48 million  267,000 square miles  US$900  60% rural 40% urban  US$ 3 billion  Copper, tea, unfinished leather  Petroleum & petroleum products, fertilizers, arms  Agroprocessing, mineral extraction,  small industrial goods  Average debt of US $510 million over the  past three years  US$840 million (2020)  US$1,100 million (2020)  Military dictatorship  900% for Electronic products |

2. The McGrew Company based in United States, a manufacture of oil refining machines, has for years sold a substantial number of machines in UAE. However, a UAE local firm has begun to manufacture them, and McGrew’s local distributor has told Jim Allen, the president, that if McGrew expects to maintain its share of the market, it will also have to increase it exports to UAE, this involves further scanning of the UAE’s business environment. Identify and explain the risks related to scanning, which of these risk is least dominant in this case . Provide justification your answer (5 marks)

3.ABC (not a real name) an American worldwide financial services company which focus on currency exchange and money transfer is a market leader in GCC. The company has started an initiative called “Our Dreams” in UAE . This campaign is aimed at improving the financial literacy among workers who are mostly laborers. They visit labor camps to provide classes on topics like How to save money , budgeting etc. for free. Relating to the relevant theory , What is the motivation of the company to engage in such an activity , explain the benefits the company might receive ?(5 marks)

4. International Marketing strategy is closely related to Market Orientation , Using McDonalds as an example explain five common marketing orientations. You should clearly demonstrate how McDonalds concurrently pursue all the orientations (5 marks)

1. Your friend has written a book in Arabic called the “International tourism in the post Covid world”. It has become the best seller in GCC within one month of it release, now he wants to publish it in other languages without much delay to maximise his revenue. He is keen to sell his books in Europe and in China. He came to know that you have just completed a course in International business from ADU. He has asked about your expert advice on the appropriate mode of entry for his book to China and Europe . Which is the most appropriate mode of entry that you would recommend for him and why , what are possible limitations of the suggested mode of entry.