

## Q.8 Explain

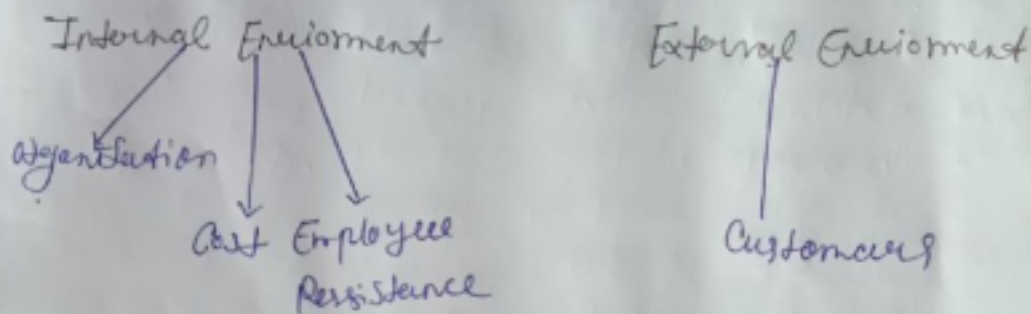
a) Drivers of International Trade.

The production of Goods and Services has increased around the world due to a number of factors particularly, Globalization. Many Companies have gone beyond their International borders to have operations even in Remote, corners of the world. Mc Donald, Subway, Kellogg, Walmart, Tesco, Coca Cola, and Pepsi are some of the Best examples of this beyond. The drivers of International are as follows.

- i) Limited Home Market
- ii) Excess of production
- iii) Global Market place
- iv) Emerging Markets
- v) Growth in Market Share
- vi) Higher Rate of profits
- vii) Political Stability
- viii) technological and Communication
- ix) transportation
- x) changing Demographics
- xi) Cultural Exchanges.

b) Give the names of various Restraint forces of International trade.

### Restraint Forces



External Environment (Macro)

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Legislation

- i) Government policies and Control
- ii) Social and political opposition
- iii) Management expertise
- iv) Organizational Culture.

c) Importance of International trade in Indian Economy?

- i) Earn foreign exchange
- ii) optimum utilisation of resources
- iii) Achieve its objectives
- iv) Improve operational efficiency
- v) Go Benefits from Government
- vi) Expand and Diversify
- vii) Increase Competitive Capacity
- viii) Revenue Generation
- ix) Economic Growth
- x) Innovation
- xi) Bulk production
- xii) Market Expansion
- xiii) Large Scale operations
- xiv) Sensitive Nature
- xv) Keen Competition.