

**BUF 4300: Global Sourcing & International Trade**  
**Midterm Essay Exam Timed Exam**  
**Dr. Adomaitis**

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**Rosen, E. I. (2002). *The Globalization of the U.S. Apparel Industry: Making Sweatshops*. University of California Press.**

Please answer to the best of your knowledge the following essay question. Use detail in your answers to show comprehension of the Rosen text. Remember grammar, punctuation & spelling count. Cite using APA formatting when using citations. Add references and/or LINKS to outside sources. Over cited papers will lose points as this exam is to validate your opinions with citations not to cite several sources to defend an opinion. I want to know your opinion based on the reading, discussions and articles. (50 pts each).

Essay #1

- a. How did the defeat of the French at Dien Bien Phu alter *U.S. foreign policy* in regards to textiles and apparel trade in Southeast Asia? Defend your answer with ***two citations from Rosen***. How did Vietnam alter American opinions about the war? ***Please cite a source outside of Rosen.***

In 1954, after the defeat of the French at Dien Bien Phu the Trade Agreement Act was established to support the exports of Japanese textiles. Dan Reed had opposed the bill that would approve the act but the fear of communism taking over influenced him. “He had then asked the house to support, rather than oppose, the extension of presidential negotiating authority for another year” (Rosen, 2002, pg. 65, par. 1). Congress was pleased with releasing power over trade policies. “... argues that Congress’s unwillingness to pass legislation that would challenge America’s foreign economic policy demonstrating that Congress was in favor of free trade and opposed to protection” (Rosen, 2002, pg. 65, par. 3) Foreign policy was altered due to the administration supporting Japan’s and East Asia economies.

After the war on Vietnam, death by war became a trending topic that took over the media in America. The New York Times only mentioned 726 soldiers out of 58,220 that lost their life to the war. “There are just five references to the reaction of the families of the dead and only two articles mention the suffering of injured American service members” (Daley, 2017). This change was encouraged by the U.S. military. As the war continued the number of casualties increased. As a result, the U.S. commanders looked for different ways to honor their troops.

- b. Was there a true threat communism in East Asia? Defend your answer with an understanding of both the defeat at the 33<sup>rd</sup> parallel in the Korean War in the 1950s and the Vietnam War in the 1960s and 1970s.

How did this have an impact of the **Hong Kong, South Korea, and Taiwan**? How did it assist in the globalization of retailing? Defend your answer with **one citation from Rosen and one outside source to support your opinion. (Remember APA citation).**

The war in East Asia changed the American political agenda. Prior to the defeat of the Nationalist in China, their weakness gave communist security in Asia. "As the communist gained strength in Asia and left wing insurgencies began to appear in the region, America say a new threat to its control of the Asian-Pacific Rim" (Rosen, 2002, pg. 32, par. 1). By 1945, Americans supported Asia against the Maoist communism.

Fortunately, Hong Kong and South Korea was seldom taken over by America like Japan. It was the U.S. who enriched Asia with major financial and economic support for Taiwan and Hong Kong military efforts and funded their industrial needs. "This support was designed to link these nations to the Japanese workshop and thereby the Western-dominated free-world networks of trade investments" (Rosen, 2002, pg. 43, par. 2). South Korea and Hong Kong was heavily involved politically through trade with other parts of Asia.

The rise of China and the growth of trade and investment networking caused changes to happen in North east Asia. This includes changes in political, economic and military interactions neighboring countries. "The implications of China's globalization and rise as a major economic power can be seen in its impact both on Beijing and on policy deliberations in Taipei, Tokyo and Seoul" (Nanto, 2006). China at this time and even currently, now depends on global investments and trade for growth economically needed to maintain its legitimacy.

## Essay #2

- a. After reading Chapters 1-4 in Rosen's Globalization of Apparel and Textiles book, it is apparent that most apparel sweatshops came into existence in countries located in the Pacific Rim. Sternquist mentions four (4) stages and Allen from Second Hand Distribution mentions (5) stages in the Growth of Retail or Retail Stages. *When the U.S. was **analyzing the cotton industry**, what retail stage was the U.S. in and Japanese cotton industry in after WWII?*

After the second World War, when it comes to the stages of retail, the United states entered stage five. This stage is considered the age of high mass consumption. There were specialized retail offerings. Distribution efficiencies was improved in the United States due to logistics. Due to this, retailing is absorbed both vertically and horizontally. Due to the cotton industry, Japan would also fall under the stage of high mass consumption.

- b. Give **three (3) reasons** why the U.S. chose the cotton industry to rebuild Japan. Give two (2) citations from Rosen to defend your answer. How can technology (Analyze the Industry (Lecture 2)) help sustain the cotton industry? Give at least two (2) reasons.

After the second World War, apparel trade and textiles assisted with the United States defeat on the Japanese. “The occupation lasted until 1952” (Rosen, 2002, pg. 27, par.1). The U.S. chose the cotton industry because they wanted authority over Japan. By using the cotton industry which is the main textile for the apparel industry, it gave America control over its distribution. “... Japanese reconstruction took place under the direct authority of the American military, which acted on behalf of the U.S. Department of State and was directly answerable to the American president” (Rosen, 2002, pg. 27, par. 1). The SCAP’s goal in Japan was to organize the materials and the population to refresh the country’s production industrially. SCAP also wanted to search for markets for manufactured goods. By using technology, the cotton industry will be more efficient. Retail has four growth stages and by using technology cotton will thrive longer in the growth and maturity stage. Technology can also make the production of cotton more efficient. With the use of machinery and industrialization production will be at a higher speed.

- c. Explain why sweatshops exist in the U.S. which is a country in the G 8 and is considered to have well-developed retailing practices. ***Why do we have sweatshops in New York, Texas, and California? Defend your answer.***

Sweatshops exist in places like Texas and New York due to the increasing number of undocumented immigrants. This is a booming business because these individuals just want enough financial gain to support their families. “Sweatshops primarily exist in order to cut cost associated with production and manufacturing” (Sweatshops in the United States, 2020). Wages and benefits are a major issue at sweatshops. Just like in lesser developed countries, many of these workers are paid well under the minimum and work long hours.

## Reference

(2020). *Sweatshops in the United States*. Retrieved from. <https://www.thedunkenlawfirm.com/sweatshops-in-the-united-states/>

Daley, B. (2017). *How Vietnam dramatically changed our views on honor and war*. Retrieved from. <https://theconversation.com/how-vietnam-dramatically-changed-our-views-on-honor-and-war-83021>

Nanto, D. (2006). *The Rise of China and Its Effects on Taiwan, Japan and South Korea: U.S. Policy Choices*. Retrieved from. <https://fas.org/sgp/crs/row/RL32882.pdf>

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