

**Master of Commerce
M.Com (OLD) Ist Year**

**First Year
Assignments
2023-24**

For July 2023 and January 2024 admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**

Master of Commerce
M.Com (OLD) Ist Year
ASSIGNMENTS – 2023-24

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid upto **June 2024**.
2. Those who are enrolled in **January 2024**, it is valid upto **December 2024**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th September**.

TUTOR MARKED ASSIGNMENT

| | | |
|------------------------|----------|---|
| COURSE CODE | : | IBO-01 |
| COURSE TITLE | : | International Business Environment |
| ASSIGNMENT CODE | : | IBO-01/TMA/2023-2024 |
| COVERAGE | : | ALL BLOCKS |

Maximum Marks: 100

Attempt all the questions:

1.
 - a) Define international business environment. Differentiate between micro and macro environment with examples. **(10+10)**
 - b) What is political risk? Discuss the major types of political risk with examples.
2.
 - a) Explain various theories explaining emergence of TNCs in the world economy. **(10+10)**
 - b) Highlight the main advantages and disadvantages of TNCs operations for the host country and the investing country.
3. **Comment on the following:** **(4×5)**
 - a) Tariff barriers are not the only instrument to restrict trade and give protection to the domestic import competing industry.
 - b) All contracts are agreements but all agreements are not contracts.
 - c) Indian foreign trade policy does not facilitate the import of technology.
 - d) In the neoclassical model free trade not only equalises the relative commodity price in the two countries but also equalises the relative wage rate.
4. **Distinguish between:** **(4×5)**
 - a) Custom union and Common market
 - b) GATT and WTO
 - c) Export sales contract and Domestic sales contract
 - d) Express contract and Implied contract
5. **Write short notes on the following:** **(4×5)**
 - a) Porter's view of Globalization
 - b) Hosmer's model for ethical analysis
 - c) Role of services in economic development
 - d) Sales of goods act, 1930

TUTOR MARKED ASSIGNMENT

| | | |
|------------------------|----------|---|
| COURSE CODE | : | IBO-02 |
| COURSE TITLE | : | International Marketing Management |
| ASSIGNMENT CODE | : | IBO-02/TMA/2023-2024 |
| COVERAGE | : | ALL BLOCKS |

Maximum Marks: 100

Attempt all the questions:

1. What do you understand by the strategic concept of marketing? How it is different from marketing concept? Explain the basic principles of strategic marketing. **(20)**

2. What is geocentric orientation? Give some examples of Indian firms which have followed in niche marketing ? **(20)**

3. **Write short notes on the following:** **(4×5)**
 - a) SWOT analysis
 - b) Report writing
 - c) Piggy backings
 - d) GATS

4. **Differentiate between the following:** **(4×5)**
 - a) Classification and Tabulation
 - b) Direct mail and Advertising
 - c) Warranty and Guarantee
 - d) Direct and Indirect Selling Channel

5. **Comment briefly on the following statement:** **(4×5)**
 - a) “Global positioning is most effective for product categories that approach either end of 'high-touch high-tech' continuum”.
 - b) “That the potential market size and growth would be an important factor in selecting markets”.
 - c) “Communication has a very important place in marketing”.
 - d) “The revolutionary changes in the information technology is sweeping across global business”.

TUTOR MARKED ASSIGNMENT

COURSE CODE : **IBO-03**
COURSE TITLE : **India's Foreign Trade**
ASSIGNMENT CODE : **IBO-03/TMA/2023-2024**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. Describe the current world trade scenario and the issues involved in it. (2+18)
2. Describe some of the important export promotion measures initiated by the Government of India to boost the national export effort. (20)
3. Explain the trends of export of handicrafts and gems and jewellery from India. (10+10)
4. **Write short notes on the following:** (10+10)
 - a) India – EU Trade
 - b) Objectives of ASEAN
5. **Comment briefly on the following statements:** (4×5)
 - a) Balance of payments refers to all economic transactions between domestic and foreign residents over a stipulated period.
 - b) Foreign investment has been considered as an important vehicle of economic growth.
 - c) Agricultural products from the country have immense export potential.
 - d) Japan is one of the world's largest exporter and importer.

TUTOR MARKED ASSIGNMENT

COURSE CODE : **IBO-05**
COURSE TITLE : **International Marketing Logistics**
ASSIGNMENT CODE : **IBO-05/TMA/2023-2024**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1.
 - a) Discuss the main functions of Central Warehousing Corporation and outline its role in facilitating export trade. (10+10)
 - b) What are the advantages of registration of a ship, An Indian company has purchased new ship. Briefly describe the procedure for its registration.

2.
 - a) Describe the responsibilities of ship-owners and the charterers under different forms of chartering arrangements. (10+10)
 - b) Outline the role of International Chamber of Commerce in preventing and restricting the maritime frauds.

3. **Briefly comment on the following:** (4×5)
 - a) “Meeting distribution demands of customers is the key requirement for the successful operation of a distribution system”.
 - b) “Among various modes of inland transportation in the organized sector rail transport constitutes the most important element of the transportation network in India”.
 - c) "During the last three decades Multi-modal Transportation has made rapid progress".
 - d) "The best way for vessel owners and charterers to avoid their involvement in incidents of fraud is to make the necessary inquiries as to the standing of the parties they are dealing with, before entering into any binding commitment”.

4. **Distinguish between the following:** (4×5)
 - a) Domestic logistics and International logistics
 - b) Flat Pack Containers and Open Top Containers
 - c) Open Rates and Advalorem Rates
 - d) Weight Ton and Measurement Ton

5. **Write short notes on the following:** (4×5)
 - a) Selective Inventory Control
 - b) Air Cargo Tariff
 - c) Privatisation of Ports
 - d) Bill of Lading

