

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

**First Year  
Assignments  
2024-25**

**For July 2024 and January 2025 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 – 2024-25**

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 2024 and January 2025**). The validity is given below:

1. Those who are enrolled in **July 2024**, it is valid upto **June 2025**.
2. Those who are enrolled in **January 2025**, it is valid upto **December 2025**.

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 October**.

**TUTOR MARKED ASSIGNMENT**

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|------------------------|----------|---|
| <b>COURSE CODE</b>     | <b>:</b> | <b>IBO-01</b>                             |
| <b>COURSE TITLE</b>    | <b>:</b> | <b>International Business Environment</b> |
| <b>ASSIGNMENT CODE</b> | <b>:</b> | <b>IBO-01/TMA/2024-2025</b>               |
| <b>COVERAGE</b>        | <b>:</b> | <b>ALL BLOCKS</b>                         |

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**Maximum Marks: 100**

**Attempt all the questions:**

1.
  - a) Define international economic environment. Discuss the major economic indicators of international economic environment which influence the foreign market decisions with examples. **(10+10)**
  - b) Explain the impact of elements of culture on a firm's international business operations with examples.
  
2. What is Balance of payments? Describe the components of balance of payments with hypothetical examples. How do deficit and surplus in Balance of payments affect international trade? Discuss with suitable examples. **(4+8+8)**
  
3. **Comment on the following:** **(4×5)**
  - a) An international business firm should not monitor the foreign country's trade, monetary and balance of payments account.
  - b) A major problem with laws in different countries is that the legal systems of the world are harmonized.
  - c) Globalization has not influenced the Indian economy.
  - d) FDI does not help in accelerating the rate of economic growth of the host country.
  
4. **Distinguish between:** **(4×5)**
  - a) Product Price Ratio and Factor Price Ratio
  - b) Added Networks Services and Internet Services
  - c) Consumer Surplus and Producer Surplus
  - d) Globalization and Glocalization
  
5. **Write short notes on the following:** **(4×5)**
  - a) The Heckscher-Ohlin-Samuelson (HOS) Theorem
  - b) Trade Related Investment Measures (TRIMS)
  - c) Special Drawing Rights
  - d) Alternative Dispute Resolution

**TUTOR MARKED ASSIGNMENT**

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|------------------------|----------|---|
| <b>COURSE CODE</b>     | <b>:</b> | <b>IBO-02</b>                             |
| <b>COURSE TITLE</b>    | <b>:</b> | <b>International Marketing Management</b> |
| <b>ASSIGNMENT CODE</b> | <b>:</b> | <b>IBO-02/TMA/2024-2025</b>               |
| <b>COVERAGE</b>        | <b>:</b> | <b>ALL BLOCKS</b>                         |

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**Maximum Marks: 100**

**Attempt all the questions:**

1. An Indian automobile company decided to enter international markets. The company is ready to invest in marketing arrangements abroad, but not in production facilities. Suggest any two suitable modes of market entry, and explain their merits and limitations. **(20)**
  
2. You are the marketing head in a consumer durable goods company, which has international operations. It is planning to launch a new brand of Mobile Phones. Suggest appropriate sales promotion tools for consumer promotion as well as business promotion. **(20)**
  
3. **Write short notes on the following:** **(4×5)**
  - a) Transfer pricing
  - b) FOB
  - c) Managing Publicity in International Markets.
  - d) Franchising as a tool for overseas market entry
  
4. **Differentiate between the following:** **(4×5)**
  - a) Multinational Marketing and Global Marketing
  - b) Demographic Environment and Economic Environment.
  - c) Observation method and Survey method of data collection
  - d) Export merchant and Export House
  
5. **Comment on the following statement:** **(4×5)**
  - a) “Product planning is one of the important fundamental decisions for successful international marketing”.
  - b) “It is advisable for a small exporter to do export business with the help of an overseas agent”.
  - c) “Selection of target markets is the first stage in international marketing”.
  - d) “International Marketing Planning is more difficult than domestic marketing planning”.

**TUTOR MARKED ASSIGNMENT**

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**COURSE CODE** : **IBO-03**  
**COURSE TITLE** : **India's Foreign Trade**  
**ASSIGNMENT CODE** : **IBO-03/TMA/2024-2025**  
**COVERAGE** : **ALL BLOCKS**

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**Maximum Marks: 100**

**Attempt all the questions:**

1. Describe the salient features of India's balance of payment. What measures would you suggest for improving the balance of payments position in India? (5+15)
2. Explain India's trade policy response to WTO regime. (20)
3. Textile and clothing sector occupies a pivotal role in the economy of the developing countries. Elucidate with reference to the Indian economy. (20)
4. **Write short notes on the following:** (10+10)
  - a) Conventional Services
  - b) Indo-US Trade
5. **Comment briefly on the following statements:** (4×5)
  - a) Trade facilitates the flow of capital and speed up the acquisition of new technology.
  - b) Rising trend of world imports stimulated the growth of Indian handicrafts including gems and jewellery industry and its exports.
  - c) India's export of electronic goods has been increasing but it constitutes only about 2% of India's total exports.
  - d) ASEAN and SAARC are two important regional economic groupings in Asia.

## TUTOR MARKED ASSIGNMENT

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|------------------------|----------|--|
| <b>COURSE CODE</b>     | <b>:</b> | <b>IBO-04</b>                                    |
| <b>COURSE TITLE</b>    | <b>:</b> | <b>Export Import Procedure and Documentation</b> |
| <b>ASSIGNMENT CODE</b> | <b>:</b> | <b>IBO-04/TMA/2024-2025</b>                      |
| <b>COVERAGE</b>        | <b>:</b> | <b>ALL BLOCKS</b>                                |

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**Maximum Marks: 100**

**Attempt all the questions:**

- 1.** What is EDI? How has EDI evolved over the years and what are the key components of an EDI system. What are the benefits organizations are getting from EDI. Give suitable examples. **(10+10)**
  
- 2.**
  - a)** What do you mean by Documentary credit. What is the method of realising payments under Documents Against Payments? **(10+10)**
  - b)** What are the documents required under letter of credit. Discuss various kinds of letter of credit.
  
- 3. Comment on the following:** **(4×5)**
  - a)** Export incentives are not universal practice.
  - b)** In export-import trade people are dealing in documents and not in goods.
  - c)** Credit is a not a major weapon of international competition but it involves risk.
  - d)** Exchange control regulations are not administered by Reserve Bank of India.
  
- 4. Distinguish between:** **(4×5)**
  - a)** Fiscal incentives and Financial incentives
  - b)** Intermediate advance license and Advance license
  - c)** Domestic sales contract and Export sales contract
  - d)** Insurance policy and Insurance certificate
  
- 5. Write a short note on the following:** **(4×5)**
  - a)** India Trade Promotion Organization (ITPO)
  - b)** Value Added Network Services (VANS)
  - c)** Documentary Credit
  - d)** Stages of Customs Clearance

## TUTOR MARKED ASSIGNMENT

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**COURSE CODE** : **IBO-05**  
**COURSE TITLE** : **International Marketing Logistics**  
**ASSIGNMENT CODE** : **IBO-05/TMA/2024-2025**  
**COVERAGE** : **ALL BLOCKS**

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**Maximum Marks: 100**

**Attempt all the questions:**

1.
  - a) What are the duties and liabilities of a carrier under the Carriage of Goods by Sea Act, 1925. (10+10)
  - b) What is Maritime Fraud? State the various factors that lead to commitment of maritime frauds.
2.
  - a) What are the problems faced by air transport in India and how far the policy framework and programmes envisaged for the Ninth Plan could help in improving the air services. (10+10)
  - b) Describe the responsibilities of shipowners and the charterers under different forms of chartering arrangements.
3. **Briefly comment on the following:** (4×5)
  - a) “Distribution, marketing and manufacturing cannot be viewed as separate activities within the business, particularly at the strategic level”.
  - b) “The rate of return from warehousing business is low and the gestation period is rather long”.
  - c) “The world economic situation and the world trade are very closely related”.
  - d) “The best way for vessel owners and charterers to avoid their involvement in incidents of fraud is to make the necessary enquiries”.
4. **Distinguish between the following:** (4×5)
  - a) Total Cost Concept and Total System Cost
  - b) Inland Container Depots and Container Freight Stations
  - c) Weight Ton and Measurement Ton
  - d) Shipowners' Lien and Maritime Lien
5. **Write short notes on the following:** (4×5)
  - a) Air Services for movement of export-import cargo in India
  - b) Need for corporatisation of ports and progress thereof
  - c) Dredging Corporation of India
  - d) US Shipping Act of 1916 and US Shipping Act of 1984

**TUTOR MARKED ASSIGNMENT**

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**COURSE CODE** : **IBO-06**  
**COURSE TITLE** : **International Business Finance**  
**ASSIGNMENT CODE** : **IBO-06/TMA/2024-2025**  
**COVERAGE** : **ALL BLOCKS**

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**Maximum Marks: 100**

**Attempt all the questions:**

1. What do you understand by International monetary system. Discuss the need of IMF in international business with suitable examples. Briefly explain the evolution of international monetary system. (4+8+8)
  
2. (10+10)
  - a) What are currency risks? Explain the types of currency risks and how to manage such risks.
  - b) How do various derivative instruments used to manage systemic or market risk?
  
3. **Comment on the following:** (4×5)
  - a) The syndicated lending process has emerged as one of the least popular and notable financing instruments in the international financial markets.
  - b) Project financing is a relatively new method of financing projects and facilities by labor-intensive industries.
  - c) Exchange rate is an absolute price of currencies in the foreign exchange market.
  - d) Future contracts and forward contracts have no dissimilarity.
  
4. **Distinguish between:** (4×5)
  - a) Unilateral adjustments and Bilateral adjustments
  - b) Commercial risks and Country risks
  - c) Foreign bonds and Foreign equity
  - d) Gold standard and Gold exchange standard
  
5. **Write short notes on the following:** (4×5)
  - a) Clearing House Interbank Payment System (CHIPS)
  - b) Sources of external funds
  - c) Assessment of political risk
  - d) Float management