

PGDIBO

**POST GRADUATE DIPLOMA IN INTERNATIONAL
BUSINESS OPERATIONS**

PGDIBO

**ASSIGNMENTS
(IBO-01 to IBO – 06)
2023**

For January 2023 and July 2023 Admission Cycles



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



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ASSIGNMENTS – 2023

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 (January 2023 and July 2023). The validity is given below:

1. Those who are enrolled in January 2023, it is valid upto December 2023.
2. Those who are enrolled in July 2023, it is valid upto June 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, 2023 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2023.

TUTOR MARKED ASSIGNMENT

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

Maximum Marks: 100

Attempt all the questions:

1. (a) Briefly explain the political and economic environment of International Business. **(10+10)**
(b) What do you mean by disequilibrium in balance of payments. What are the causes behind it? How can it be corrected.
2. Briefly explain the areas of international trade disputes. Explain the methods of settling the trade disputes along with advantages and disadvantages. **(20)**
3. **Distinguish between the following:** **(4×5)**
 - (a) Absolute advantage & comparative advantage
 - (b) Arbitration vs. Litigation
 - (c) Fixed and Flexible exchange rate
 - (d) Current account and capital account of Balance of Payments.
4. Comment on the following statements: **(4×5)**
 - (a) All contracts are agreements but all agreements are not contracts.
 - (b) In the neoclassical model free trade not only equalises the relative commodity price in the two countries but also equalises the relative wage rate.
 - (c) An international business firm should not monitor the foreign country's trade, monetary and balance of payments account.
 - (d) Indian foreign trade policy does not facilitate the import of technology.
5. **Write short notes on the following:** **(4×5)**
 - (a) TRIPS
 - (b) World Trade Organisation (WTO)
 - (c) Alternative Dispute Resolution (ADR)
 - (d) Code of Ethics in International Marketing

TUTOR MARKED ASSIGNMENT

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

Maximum Marks: 100

Attempt all the questions:

1. (a) Why do firms go international? Explain with the help of (10+10)
examples from Indian context.
(b) In what manner do political system and economic factors
influence international marketing? Answer with suitable
examples.
2. Under which mode of entry the international business firm can start (20)
international marketing without any investments abroad? Explain it
along with its merits and limitations.
3. **Write short notes on the following:** (4×5)
 - (a) Telemarketing
 - (b) GATS
 - (c) Personal selling
 - (d) Packaging for international markets
4. **Differentiate between the following:** (4×5)
 - (a) Direct and indirect selling channel
 - (b) Domestic agents and domestic merchants.
 - (c) Domestic and international marketing communications.
 - (d) Primary and Secondary data
5. **Comment briefly on the following statement:** (4×5)
 - (a) International marketing research is full of complexities.
 - (b) Price is an important element of marketing mix.
 - (c) Analysis of legal conditions is a very critical component in
selecting foreign markets.
 - (d) Poor presentation will undo the entire market research exercise.

TUTOR MARKED ASSIGNMENT

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

Maximum Marks: 100

Attempt all the questions:

1. Discuss the directional pattern of India's foreign trade. What are the major problems of India's export sector? (10+10)
2. Highlight the importance of marine products exports. Describe the major problems faced by this sector. (10+10)
3. Identify various important services in India's export. Explain briefly the advantages and disadvantages that they have in becoming major exports of India. (20)
4. **Write short notes on the following:** (10+10)
 - (a) Avenues of electronic goods exports
 - (b) India-West Asia foreign trade
5. **Comment briefly on the following statements:** (4×5)
 - (a) Balance of payments is an important instrument for the policy makers of a country.
 - (b) India has a natural comparative advantage in agricultural exports.
 - (c) Indian engineering industry has maintained high level of growth.
 - (d) India has been enjoying a favourable balance of trade with Japan.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	IBO-04
COURSE TITLE	:	Export Import Procedure and Documentation
ASSIGNMENT CODE	:	IBO-04/TMA/2023
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. “Export documentation is commonly considered to be the most complex and difficult part of overseas marketing”. In the light of the above statement, explain the perspectives of export documents. Explain the main features of various commercial documents. **(20)**

2. (a) There are several parties involved in the documentary credit arrangement. **(10+10)**
Explain them in detail.
(b) Explain the different Kinds of Letter of Credit.

3. **Comment on the following:** **(4×5)**
 - (a) War Perils is not as same as strike perils.
 - (b) In export-import trade people are dealing in documents and not in goods.
 - (c) Credit is a major weapon of international competition but it involves risk.
 - (d) Current account transactions are same as capital account transactions.

4. **Distinguish between the following:** **(4×5)**
 - (a) Total loss and particular loss
 - (b) Tramp Shipping Service and Liner Shipping Service
 - (c) Voyage Charter and Time Charter
 - (d) Domestic sales contract and export sales contract

5. **Write a short note on the following:** **(4×5)**
 - (a) Packing Credit
 - (b) Role of EXIM Bank
 - (c) Import documents
 - (d) ISO 9000

TUTOR MARKED ASSIGNMENT

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

Maximum Marks: 100

Attempt all the questions:

1.
 - (a) Define marketing logistics and explain its objective. (10+10)
 - (b) What is the purpose of holding inventories? Discuss the various factors that influence the size of inventory in an organization.

2.
 - (a) Explain the role of Indian Railways in movement of export-import cargo? (10+10)
 - (b) Describe the three basic concepts relevant to managing physical distribution of products.

3. **Briefly comment on the following:** (4×5)
 - a) "Distribution, marketing, and manufacturing can not be viewed as separate activities within the business, particularly at the strategic level."
 - b) "During the last three decades Multi-modal Transportation has made rapid progress."
 - c) "Unlike the liner trade, the tramp trade does not have any fixed ports for loading and discharge."
 - d) "Overworked ports suffer from the low level of efficiency and productivity and so have become costly ports from the users' point of view."

4. **Distinguish between the following:** (4×5)
 - a) Private Warehouse and Public Warehouse
 - b) Domestic and international logistics
 - c) Shipowners' Lien and Maritime Lien
 - d) Recorder level(ROL) and Recorder quantity (ROQ)

5. **Write short notes on the following:** (4×5)
 - a) Advantages of a public warehouse
 - b) Environment of foreign trade
 - c) Air Cargo Tariff
 - d) Selective Inventory Control

TUTOR MARKED ASSIGNMENT

COURSE CODE : **IBO-06**
COURSE TITLE : **International Business Finance**
ASSIGNMENT CODE : **IBO-06/TMA/2023**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. What are Euro Bonds? What are its characteristics? Also explain how are GDRs priced? (10+10)
2. (a) Define a loan syndicate. Explain the syndication process. (10+10)
(b) Discuss the meaning and purpose of different money market instruments.
3. What is 'Political Risk'? How do the companies assess and manage them? Discuss. (10+10)
4. (a) Discuss Indian regulation of foreign direct investment. (20)
(b) What were the major weaknesses of Bretton Woods System which led to its breakdown in 1971?
5. Define cost of Equity. If risk perceptions change what happens to cost of equity? How equity cost of capital for foreign project is arrived at? (4×5)