Master of Commerce

(M.Com)

First Year

ASSIGNMENTS

2014-15

For July 2014 and January 2015 admission cycle

School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068
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 2014 and January 2015). The validity is given below:

1. Those who are enrolled in July 2014, it is valid upto June 2015.
2. Those who are enrolled in January 2015, it is valid upto December 2015.

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, 2015 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2015.
TUTOR MARKED ASSIGNMENT

Course Code : IBO – 01
Course Title : International Business Environment
Assignment Code : IBO – 01/TMA/2014-15
Coverage : All Blocks

Maximum Marks: 100

Attempt all the questions.


(20)

2. (a) There is a view that the future of world trade is going to be one of trade among trade blocks rather than trade among nations.” Give reasons for your answer.

(b) Discuss India’s strategy to deal with Regional Economic Groupings.

(10+10)

3. Comment on the following:
   (a) The TRIPS agreement is directed to discourage research and innovation.
   (b) Per Capita income is not a fool proof measure of country’s development and prosperity.
   (c) Advertising laws are not very strict in West Germany.
   (d) Free trade is always better than no trade.

(5×4)

4. Distinguish between:
   a) GATT and WTO
   b) Void and illegal agreement
   c) Void agreements and void contract
   d) Current Account and Capital Account of Balance of Payments

(5×4)

5. Write short notes on:
   (a) Globalization
   (b) Michael Porter’s view of Globalization

(10×2)
1. Discuss and define the environment as various external factors and forces that surround the firm and influence its decision and operations. (20)

2. What do you mean by international market segmentation? Discuss various bases of international market segmentation. (20)

3. Differentiate between the following: (10+10)
   - (a) Direct exporting and indirect exporting.
   - (b) Personal selling and sales promotion

4. What are services? How are they different from products? Discuss various strategies of international marketing of services. (5+9+6)

5. Write short notes on the following: (5×4)
   - (a) Steps in international marketing research process
   - (b) Qualities of a good questionnaire
   - (a) Phases of international Product Life Cycle
   - (b) Objectives of pricing in international marketing
TUTOR MARKED ASSIGNMENT

Course Code : IBO – 03
Course Title : India’s Foreign Trade
Assignment Code : IBO – 03/TMA/2014-15
Coverage : All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What is meant by Balance of Payments? Discuss the salient features of India’s Balance of Payment. What measures would you suggest for improving the India’s Balance of Payment? (5+5+10)

2. What are the objectives of new industrial policy? Do you think that the new industrial policy has a favourable impact on the economy? Explain. (10+10)

3. Textile and clothing sector occupies a pivotal role in the economy of the developing countries.” Elucidate the statement with reference to Indian economy. (20)

4. Analyse the competitive scenario of Indian electronics goods in the international market. Suggest suitable policies and strategies to boost export of electronics goods from India. (20)

5. Keeping in view, India’s trade relations with SAARC, do you think it is an important economic grouping for India? Justify your opinion. (20)
Attempt all the questions.

1. What is post-shipment finance? Explain its various methods and discuss the procedure of export under deferred payments.

2. What is the need for documents in international business? Substantiate your answers with suitable examples.

3. Distinguish between:
   (a) Open Cover and Open Policy
   (b) Consular Invoice and Customs Invoice

4. Discuss the formalities prescribed under Central Excise rules for:
   (a) Claiming rebate of central excise under rule 18
   (b) Export under central excise bond under rule 19

5. Write notes on:
   (a) Financing under foreign currency
   (b) Financing under deferred payment arrangement
TUTOR MARKED ASSIGNMENT (TMA)

Course Code : IBO-05
Course Title : International Marketing Logistics
Assignment Code : IBO-05/TMA/2014-15
Coverage : All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What is economic exposure? Explain the method of market initiative as a hedging technique of economic exposure. (20)

2. What is letter of credit? What are its types? How does it protect the interests of buyer and seller? (20)

3. Write short notes on the following (5×4)
   a) ABC Technique
   b) Tank Container
   c) Voyage Charter
   d) International Chamber of Commerce

4. Distinguish between the following: (5×4)
   a) Domestic logistics and International Logistics
   b) Carriage of goods by land & Carriage of goods by Rail
   c) Export-Import Traffic and Freight Traffic
   d) Advalorem Rates Vs. Arbitrary Rates

5. Briefly comment on the following: (5×4)
   a) Cross subsidization is the characteristics feature of the liner freight.
   b) Bill of Lading is a document of title to goods.
   c) Application for registration is made by the ship owner.
   d) Controlling inventories are vital in the logistics activity mix.
Attempt all the questions.

1. (a) What are different money market instruments? Explain their purpose and features.

   (b) How is exchange rate determined under the gold standard? What are the limitations of gold standard?

2. (a) Why do Central Banks intervene in the foreign exchange market? What are the consequences of intervention?

   (b) Explain the terms with examples: Bid rate and Offer rate

3. What is cost of equity capital? Why is it calculated? Explain the two models of calculating cost of equity capital?

4. Explain the most commonly used shipping documents in international trade?

5. (a) Differentiate between project export and service export.

   (b) What are the factors that influence the world wide capital structure of MNCs?