

**PGDIBO**

**POST GRADUATE DIPLOMA IN INTERNATIONAL  
BUSINESS OPERATIONS  
(PGDIBO)**

**ASSIGNMENTS  
2012-13**



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

## ASSIGNMENT – 2012-13

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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**January 2012 and July 2012**). The validity is given below:

1. Those who are enrolled in **January 2012**, it is valid upto **December 2012**.
2. Those who are enrolled in **July 2012**, it is valid upto **June 2013**.

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

<p><b>Note : In case you receive the study material and assignments late, you can submit the assignment responses within one month after receiving the study material.</b></p>
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## **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/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. What is Balance of Payments? Discuss various components of balance of payments with suitable examples. (4 + 16)
  
2. Do you think that FDI accelerates the rate of economic growth of the host country? Discuss and also explain the limitations of the FDI. (10 + 10)
  
3. (a) Discuss the essential elements of a valid contract.  
(b) Discuss the objectives and network of Global Trade Point Network. (10 + 10)
  
4. Distinguish between:  
(a) Export Sales Contract and Domestic Sales Contract  
(b) Absolute advantage and Competitive advantage (10 + 10)
  
5. Write short notes on:  
(i) World Trade Organisation (WTO)  
(ii) Business and Social Responsibility (10 + 10)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>IBO-02</b>
<b>Course Title</b>	:	<b>International Marketing Management</b>
<b>Assignment Code</b>	:	<b>IBO-02/TMA/2012-13</b>
<b>Assignment Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. Why should a firm enter in the international market? Do you think that international marketing is a necessity in present era? (10 + 10)
  
2. An Indian company wants to export its cars, what are the factors which should be kept in mind by the company while selecting target markets? (20)
  
3.
  - (a) Discuss various barriers to international marketing of services.
  - (b) You are in a business of soft drink and intend to export your product. Which type of distribution channel you will select for your product and why? (10 + 10)
  
4. Distinguish between:
  - (a) Local brands and Global brands
  - (b) Indirect exporting and direct exporting
  - (c) Personal selling and Publicity
  - (d) Psychographic segmentation and Behaviour segmentation (4 × 5)
  
5. Write short notes on:
  - (a) EPRG orientation
  - (b) Targeting strategies
  - (c) International Product Life cycle (IPLC)
  - (d) Data analysis (4 × 5)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>IBO-03</b>
<b>Course Title</b>	<b>:</b>	<b>India's Foreign Trade</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-03/TMA/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. What do you mean by WTO? What is its role in world trade? Describe India's efforts for integrating itself with the world trade. (5 + 5 + 10)
2. How has the new tariff policy of the government of India helped improving competitiveness in the industries? Describe its salient features. (10 + 10)
3. "Garments have emerged as the star-performer in the Indian textile export scenario." Elaborate. (20)
4. Write short notes on:
  - (a) Indian competitors in the export of electronic goods
  - (b) Potential of health services in India (10 + 10)
5. Comment briefly on the following statements:
  - (a) Electronic commerce is re-creating the world's economy
  - (b) The government of India announced sweeping changes in the trade policy in the year 1991
  - (c) The most remarkable aspect of Indian agriculture is its diversified nature
  - (d) The ASEAN region is important to India for several reasons (4 × 5)

## 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 Procedures and Documentation</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-04/TMA/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. Do you think that documentation formalities are necessary for exporter and importer? Discuss and explain the features of Commercial Invoice and Bill of Lading. (8 + 12)
2. What is post-shipment finance? Describe various methods of post-shipment finance available to Indian exporters. (10 + 10)
3. (a) Discuss the methods of chartering practices.  
(b) Explain the procedure for claiming duty drawback. (10 + 10)
4. (a) Describe the role of Export Import Bank of India.  
(b) Explain the procedure for the duty exemption schemes. (10 + 10)
5. Write short notes on:  
(iii) Value Added Network Services  
(iv) Financing Import under Letter of Credit (10 + 10)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>IBO-05</b>
<b>Course Title</b>	:	<b>International Marketing Logistics</b>
<b>Assignment Code</b>	:	<b>IBO-05/TMA/2012-13</b>
<b>Assignment Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. Describe the advantages of containerization to the shippers and the ship-owners. Also state its disadvantages if any. (20)
  
2. “The efficiency of ports not only helps in increasing the efficiencies of the overall transport system of a country but also reduces the cost of transporting goods from source of origin to the point of ultimate decisions”. Comment and discuss the constraints faced by Indian ports in providing efficient service to users. (20)
  
3. Write short notes on **any four** of the following:
  - (a) The Tariff
  - (b) Carriage of Goods by Air
  - (c) Bill of Lading
  - (d) Joint Ventures
  - (e) Inventory (4 × 5)
  
4. Differentiate between **any four** of the following:
  - (a) Inter-modalism and Multi-modalism
  - (b) Bottomery and Respondentia Bond
  - (c) Custom Bonded and Excise Bonded
  - (d) Private warehouse and Public warehouse
  - (e) Re-order Level and Re-order Quantity (4 × 5)
  
5. Briefly comment on **any four** of the following:
  - (a) Line services are provided by all shipping company in India
  - (b) Freight rate had no relationship with the route to be covered
  - (c) Low productivity of labour results in carrying out the cargo work
  - (d) The distribution channel vary from country to country
  - (e) Warehouse and godown serve two different purposes (4 × 5)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>IBO-06</b>
<b>Course Title</b>	<b>:</b>	<b>International Business Finance</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-06/TMA/2012-13</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

### **Attempt all the questions**

1. What do you understand by the adjustable peg? Compare the adjustment process under gold standard and under the exchange rate regime introduced by Bretton woods system. (8 + 12)
2. Explain Purchasing Power Parity theory. Discuss its relevance in explaining changes in exchange rates. (12 + 8)
3. Explain the need and importance of International Cash Management. Which of the gain from centralized cash management are related to foreign exchange transaction costs? Discuss.(12 + 8)
4.
  - a) What are the factors which influence the design of worldwide corporate capital structure?
  - b) What are the sources of long term external finance for MNCs? (10 + 10)
5. Write short notes on:
  - (a) Foreign Exchange Markets
  - (b) Balance of Payments (10 + 10)