

**M. Com.  
Ist Year**

**Master of Commerce  
(M.Com)**

**Also for:  
M.Com (F &T)  
M.Com (BP &CG)  
M.Com (MA &FS)**

**First Year  
ASSIGNMENTS  
2017-18**

**For July 2017 and January 2018 admission cycle**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110068**

Master of Commerce (M.Com)  
First Year

ASSIGNMENTS – 2017-18

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 2017 and January 2018). The validity is given below:

1. Those who are enrolled in July 2017, it is valid upto **June 2018**.
2. Those who are enrolled in **January 2018**, it is valid upto **December 2018**.

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 **15<sup>th</sup> March, 2018** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15<sup>th</sup> September, 2018**.

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>IBO – 01</b>
<b>Course Title</b>	:	<b>International Business Environment</b>
<b>Assignment Code</b>	:	<b>IBO – 01/TMA/2017-18</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What are the underlying principles of balance of payments? Explain various components of balance of payments with examples. (5+15)
2. a) Describe the effects of globalization on the world economy.  
b) Explain various approaches to globalization of the firm. (6+14)
3. Explain various International Commodity Agreements. (20)
4. Comment on the following:
  - a) Geographic environment do not affect demand pattern of the people living in the country.
  - b) High risks and rising R & D costs have not forced many TNCs to form technology related strategic alliances.
  - c) The Regional Economic Groupings do not lead to increase in market size.
  - d) There is no difference between void agreement and unlawful agreement. (5x4)
5. Write short notes on of the following:
  - a) Socio – cultural Environment
  - b) India and Transfer of Technology
  - c) Rationale of Regional Economic Groupings
  - d) Essential Elements of a Valid Contract (5x4)

## 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/2017-18</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What do you understand by international marketing, multinational marketing and global marketing? Explain how international marketing involvement and commitment of the company change in the above three situations.  
(20)
2. An Indian tractor manufacturing company would like to enter African market in collaboration with a local company. Describe any two method of international market entry suitable in this context. Also discuss their merits and limitations.  
(20)
3. Describe the International Product Life Cycle and discuss various life cycle stretching strategies.  
(20)
4. Explain various factors affecting the choice of the channels of distribution in international marketing. Which criteria you would generally keep in mind while selecting international channels of distribution for your product.  
(20)
5. Differentiate between a product and a service. Discuss various barriers in international marketing of services.  
(20)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>IBO – 03</b>
<b>Course Title</b>	:	<b>India's Foreign Trade</b>
<b>Assignment Code</b>	:	<b>IBO – 03/TMA/2017-18</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Explain the concept of balance of payments. How is it classified? Describe salient features of India's balance of payments.  
(2+3+15)
2. Discuss briefly various initiatives outlined in the Annual supplement 2005 to the Foreign Trade Policy, 2004-09.  
(20)
3. "Garments have emerged as the star-performer in the Indian textile export scenario". Justify the statement by giving data of the last 10 years. Also discuss various factors responsible for the export growth in this sector.  
(10+10)
4. Describe various sectors of chemical industry. What are India's competitive advantages & disadvantages in the export of chemical goods?  
(10+10)
5. Write short notes on the following:
  - (a) Issues in world Trade
  - (b) Inflow of FDI in India
  - (c) India's export of services
  - (d) India's CIS trade relations  
(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/2017-18</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. (a) Do you think that Electronic Data Interchange (EDI) brings significant benefits to the Organization? Discuss with suitable examples.  
  
(b) Explain various EDI standards. (10+10)
2. What are the regulatory framework for Import finance? Explain various methods of import finance available to Indian Importers. (6+14)
3. State the stages of shipment of export cargo. Explain the Customs clearance of export cargo by sea alongwith the documentation formalities. (6+14)
4. Comment on the following statements:
  - a) Deemed exports refer to those transactions in which the goods supplied leave the country.
  - b) From the exporter's point of view, advance payment is not free from any kind of credit or transfer risks.
  - c) Open cover and Open policy are the same.
  - d) There are no financial assistance scheme for agricultural, horticultural and meat exports. (5x4)
5. Write short notes on the following:
  - i) Legal framework for foreign trade
  - ii) Documents against Acceptance
  - iii) Bill of Entry
  - iv) Importance of Institutional Infrastructure (5x4)

## TUTOR MARKED ASSIGNMENT (TMA)

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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/2017-18</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Indicate the difference among classification survey, registration survey and under writers survey; and enumerate the important checks performed by the classification society on a ship.

(20)
2. “ During the last three decades Multi-modal Transportation has made rapid progress”. While commenting on the statement explain how has the multi-modal transportation benefitted the movement of merchandise through innerland.

(20)
3. Briefly comment on the following:
  - a. Low productivity of labour result in delays in carrying out the cargo work.
  - b. Charterers pay only freight but , in certain cases, they may also be required to bear stevedoring expenses.
  - c. Normally oral agreement are binding on the ship owners and the charterers who negotiate and fix vessels.
  - d. Logistics variable and costs interact in a complex and indirect way.

(5x4)
4. Write short notes on the following:
  - a. Auxiliary services
  - b. Open Sky policy
  - c. Arbitration
  - d. Leasing

(5x4)
5. Distinguish between the following:
  - a. Export order Vs. Import order
  - b. Flat Pack container Vs. open top containers
  - c. Free In and Gross Out Vs. Gross In and Free Out
  - d. Logistics Vs. E-logistics

(5x4)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	:	<b>IBO – 06</b>
<b>Course Title</b>	:	<b>International Business Finance</b>
<b>Assignment Code</b>	:	<b>IBO – 06/TMA/2017-18</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What is balance of payments? Explain its major components. Why is it useful to compute a country's balance of payments? (5,5,10)
  
2. a) Discuss the advantages and disadvantages of gold standard.  
b) What were the objectives of Bretten woods system? (10,10)
  
3. Define transaction exposure. How is it different from economic exposure? Discuss and compare transaction exposure using the forward market hedge and. money market hedge? (5,5,10)
  
4. Discuss the sources of long term external finance for MNC's. How do they differ from those of domestic companies? (20)
  
5. What is counter trade? Discuss the various forms of counter trade. What are the pros & cons of counter trade from firm's point of view. (5,5,10)