

**M.Com  
1<sup>st</sup> Year**

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

**Also For:**

**M.Com (F & T)**

**M.Com (BP & CG)**

**M.Com (MA & FS)**

**First Year  
Assignments  
2018-19**

**For July 2018 and January 2019 admission cycle**



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

Master of Commerce (M.Com)

First Year

ASSIGNMENTS – 2018-19

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 2018 and January 2019). The validity is given below:

1. Those who are enrolled in July 2018, it is valid upto June 2019.
2. Those who are enrolled in January 2019, it is valid upto December 2019.

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, 2019 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2019.

## 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/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Critically examine the partial equilibrium theory of trade.

**(20)**
  
2. Why do Firms become transnational? Discuss various theories explaining emergence of Transnational Corporations in the world economy.

**(8+12)**
  
3. What are the long-term factors affecting the demand for primary commodities? Discuss and explain major International Commodity Agreements.

**(6+14)**
  
4. Comment on the following.

  - (i)** Demographic environment does not influence the international business decisions.
  - (ii)** Technology market is not a seller's market.
  - (iii)** Arbitration is not preferred by the parties involved in international business.
  - (iv)** Encryption does not convert data into an unintelligible form.

**(5X4)**
  
5. Write notes on the following?

  - (i)** Terms of Trade
  - (ii)** Strategic alliances and technology transfer
  - (iii)** Implied conditions
  - (iv)** Utilitarianism

**(5X4)**

## TUTOR MARKED ASSIGNMENT

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Course Code	:	<b>IBO – 02</b>
Course Title	:	<b>International Marketing Management</b>
Assignment Code	:	<b>IBO-02/TMA/2018-19</b>
Coverage	:	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

- 1) A) Distinguish between the following:
  - i) Multinational Marketing and Global Marketing
  - ii) International Marketing Information System and International Marketing Research  
**(2X5 Marks)**
- B) Write short notes on the following:
  - i) Impact of developments in Information Technology on International Marketing
  - ii) Standardization of International Advertising  
**(2X5 marks)**
- 2) Explain the steps involved in the international market process.  
**(20 marks)**
- 3) An Indian auto-ancillary company decided to enter into international markets with full-pledged investment in production and marketing. Discuss various modes of entry available for the company, and critically evaluate in which situation each of them is suitable.  
**(20 marks)**
- 4) Explain the various stages in the international product life cycle. Discuss life cycle stretching strategies.  
**(12+8 marks)**
- 5) Compare and contrast the different approaches to budgeting for international advertising..  
**(20 marks)**

## **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/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1. Discuss important issues in world trade. Describe briefly the strategy adopted by India to integrate with world trade. **(10+10)**
  
2. Explain briefly the constraints hampering export promotion efforts of India. How have various agencies responded to tackle these issues? **(10+10)**
  
3. Give an overview of the exports of handicrafts and jewellery from India. What are India's competitive advantages and disadvantages in this sector? **(10+10)**
  
4. Define services. Discuss India's export and avenues of services. **(5+15)**
  
5. Write short notes on the following **(5x4)**
  - (a) Balance of payments
  - (b) Role of international organizations in world trade.
  - (c) Indo-US trade prospects
  - (d) India-SAARC trade

## 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 &amp; Documentation</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-04/TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What are the objectives of Foreign Trade Policy of Government of India? Discuss the general provisions regarding exports.

**(5+15)**
  
2. Distinguish between pre-shipment and post-shipment finance. Explain various post-shipment finance available to Indian Exporters.

**(6+14)**
  
3. Distinguish between :

  - (i) Liner and Tramp Shipping Services
  - (ii) Total loss and particular loss

**(10X2)**
  
4. Comment on the following statements.

  - (i) Documentation formalities are not necessary to enable the importer to get the contracted goods and the exporter to get sale value as well as to secure export incentives.
  - (ii) There are no difference between documents against payment and documents against acceptance.
  - (iii) The insurance contract is not in the nature of indemnity.
  - (iv) Self sealing and certification facility by exporters are not allowed for claiming rebate/refund of Central Excise Duty.

**(5X4)**
  
5. Write notes on the following?

  - (i) EDI and Bar Coding
  - (ii) Export Declaration Forms
  - (iii) Need for cargo insurance
  - (iv) Government Policy Making and Consultation for Export Promotion in India.

**(5X4)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>IBO-05</b>
<b>Course Title</b>	<b>:</b>	<b>International Marketing Logistics</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-05/TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### Attempt all the questions

1. Explain the terms (a) Maximum Level, (b) Minimum Level and (c) Recorder Level of Inventories. What are the main factors that are taken into account while fixing these levels? **(20)**
  
2. “Among various modes of inland transportation in the organized sector rail transport constitutes the most important element of the transportation network in India.” Discuss also describe the role of Indian railways in the movement of ICD/container traffic. **(20)**
  
3. Briefly comment on the following:
  - (a) Containerization is the most unique concept of Unitization.
  - (b) World Economic situation and the world trade are closely related
  - (c) Line freight are kept usually stable.
  - (d) Many times frauds are usually committed by person outside **(5X4)**
  
4. Write short notes on the following:
  - (a) Surcharge
  - (b) Composition of Roadways
  - (c) Freight Traffic
  - (d) Bill of lading **(5X4)**
  
5. Distinguish between the following:
  - (a) Free in And Free out
  - (b) Inter-Modalism and Multi-Modalism
  - (c) General Cargo Rates and Specific Cargo Rates
  - (d) Weight Ton and Measurement Ton **(5X4)**

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO-06**  
**Course Title** : **International Business Finance**  
**Assignment Code** : **IBO-06/TMA/2018-19**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

### Attempt all the questions

- Q.1 (a) An Adverse balance of payment is always a sign of weakness in the economy. Comment.
- (b) Differentiate between:
- (i) Capital account and current account
  - (ii) Capital account and reserve account **10+5+5**
- Q.2 (a) Distinguish between gold standard and gold exchange standard.
- (b) What were the distinctive features of Bretton Woods system? **10+10**
- Q.3 (a) What is translation exposure? Is management of translation exposure more important than economic exposure? Discuss.
- (b) What are Euro Bonds and Foreign Bonds? **10+10**
- Q.4 (a) What is political risk? Discuss the various approaches for assessment of political risk.
- (b) What is transfer pricing? Why do the Transnational Corporations resort to transfer pricing? **12+8**
- Q.5 (a) Discuss the issues in the taxation of business investment abroad.
- (b) Differentiate between Fisher effect and international Fisher effect. **12+8**