

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

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

**First Year  
Assignments  
2020-2021**

**For July 2020 and January 2021 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 – 2020-2021**

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 2020 and January 2021**). The validity is given below:

1. Those who are enrolled in **July 2020**, it is valid upto **June 2021**.
2. Those who are enrolled in **January 2021**, it is valid upto **December 2021**.

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

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO – 01**  
**Course Title** : **International Business Environment**  
**Assignment Code** : **IBO – 01/TMA/2020-21**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

- Q-1** Critically examine the modern theory of international trade. **20**
- Q-2** What do you mean by globalization? Describe major forces of globalization with suitable examples. **4+16**
- Q-3** Explain the structure and functions of WTO. Is WTO helpful to international business or is it a hindrance? Substantiate your answer with examples. **14+6**
- Q-4** Comment on the following statements. **5x4**
- (a) Instability of export earnings of developing countries is caused by both demand and supply factors.
  - (b) Culture cannot be easily isolated from factors such as economic and political conditions and institutions.
  - (c) ECGC enhances credit worthiness of not only export business but also of exporters.
  - (d) Ethical dilemmas and ethical lapses are the same.
- Q-5** Write notes on the following: **5x4**
- (a) Political Environment
  - (b) UNCTAD's Integrated Programme on Commodities
  - (c) WTO and Environmental Agenda
  - (d) Multilateral Investment Guarantee Agency (MIGA)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>IBO-02</b>
<b>Course Title</b>	<b>:</b>	<b>International Marketing Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-02/TMA/2020-21</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks : 100**

**Attempt all the questions.**

- Q-1** What is international market segmentation? What are the bases of international market segmentation? **20**
- Q-2** Discuss the emerging global competitive environment. Examine whether small enterprise have scope in the emerging global business environment. **20**
- Q-3** Distinguish between the following: **5x4**
- (a) International and Multinational marketing.
  - (b) High tech positioning and High touch positioning.
  - (c) Direct and Indirect exporting.
  - (d) Trade selling and Missionary selling.
- Q-4** Write short notes on the following: **5x4**
- (a) EPRG Orientation
  - (b) Franchising
  - (c) Test Marketing
  - (d) Transfer Pricing
- Q-5** Comment on the following: **5x4**
- (a) There are several reasons for a business firm to go international.
  - (b) Even after entering the markets a company must answer questions like, should it build, divest or abandon the market it has entered; how many such market it should hold and so on.
  - (c) GATS Eliminates various legal barriers to international marketing in services.
  - (d) International marketing research is full of complexities.

## 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/2020-21</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions**

- Q-1** Explain the concept of balance of payments. What are the main items in the balance of payments? Describe briefly India's current and capital accounts. **20**
- Q-2** Discuss various export promotion measures adopted by the Government of India. **20**
- Q-3** Describe Government's measures for enhancing agricultural exports. How various infrastructural facilities have been strengthened? **10+10**
- Q-4** Define services. Identify various important services being exported by India. Discuss advantages and disadvantages also in this sector. **5+5+10**
- Q-5** Write short notes on the following: **5x4**
- (a)** India and World Trade
  - (b)** Special Economic Zone (SEZ)
  - (c)** India – CIS Trade Relations
  - (d)** Foreign Trade of Japan

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>IBO – 04</b>
<b>Course Title</b>	:	<b>Export Import Procedure and Documentation</b>
<b>Assignment Code</b>	:	<b>IBO – 04/TMA/2020-21</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

- Q-1** Distinguish between Pre-shipment Finance and Post Shipment Finance. Discuss various types of post shipment finance available to Indian exporters. **6+14**
- Q-2** Discuss the procedure and documentation formalities for Customs clearance of import cargo. **20**
- Q-3** What is Credit Risk? Describe the various types of cover issued by ECGC. **4+16**
- Q-4** Comment on the following statements. **5x4**
- (a) RBI does not play any role in regulating the terms of payment in export business.
  - (b) Trade policy is not an instrument of economic policy which aims to promote economic growth with stability in the country.
  - (c) Exporting is less riskier than any domestic business of comparable size.
  - (d) Export promotion programmes do not aim at expansion of production base for exporters.
- Q-5** Write short notes on following: **5x4**
- (a) Letter of Credit
  - (b) Value Added Network Services (VANS)
  - (c) Tramp Shipping Services
  - (d) India Trade Promotion Organisation (ITPO)

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO – 05**  
**Course Title** : **International Marketing Logistics**  
**Assignment Code** : **IBO – 05/TMA/2020-21**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

- Q-1** (a) Outline the structure of civil aviation in India and discuss the role of AAI and DGCA in the functioning of air services in India. **10+10**  
(b) What do you understand by the conference system in liner shipping operations? Explain its utility and concept of pooling arrangements.
- Q-2** (a) What are the major aspects of strategic logistics planning? Explain these aspects and enumerate the factors that influence logistics planning. **10+10**  
(b) What is Maritime Fraud? State the various factors that lead to commitment of maritime fraud.
- Q-3** Briefly comment on the following: **5x4**  
(a) Warehouses add to the time and place value of goods.  
(b) During the last three decades Multi – Modal Transportation has made rapid progress.  
(c) The world economic situation and the world trade are very closely related.  
(d) Shippers – Shipowners consultation arrangements in India leave much scope for improvement.
- Q-4** Write short notes on the following : **5x4**  
(a) Strategic logistics Planning  
(b) Significance of Air Transport  
(c) Contract of Affreightment  
(d) Privatisation of Ports
- Q-5** Distinguish between the following : **5x4**  
(a) Reorder level (ROL) and Reorder Quantity (ROQ)  
(b) Registration and Classification of Ships  
(c) General Cargo Rates and Specific Cargo Rates  
(d) Time Charter and Bareboat Charter

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO – 06**  
**Course Title** : **International Business Finance**  
**Assignment Code** : **IBO – 06/TMA/2020-21**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

- Q-1** Define Balance of Payments. Explain the inter-relationship between Current Account, Capital Account and Reserve Account with examples. **5+15**
- Q-2** (a) What is foreign exchange market? Explain its significance and the functions of participants. **10+10**  
(b) What is political risk? How do international firms manage political risk arising in the host countries?
- Q-3** What is translation exposure? How is it different from transaction exposure? Discuss the various techniques of managing translation exposure. **5+5+10**
- Q-4** What are the benefits of project export? What are the risk included in project exports? Discuss the various kinds of bonds/guarantees in project export. **6+6+8**
- Q-5** Define yield curve. How is it constructed? How does interest rate risk influence yield curve. Explain. **6+6+8**