

PGDIBO

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

ASSIGNMENTS

2013-14



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

ASSIGNMENTS – 2013-14

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 (**January 2013 and July 2013**). The validity is given below:

1. Those who are enrolled in **January 2013**, it is valid upto **December 2013**.
2. Those who are enrolled in **July 2013**, it is valid upto **June 2014**.

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 **25th March** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th September**.

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.

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 01
Course Title	:	International Business Environment
Assignment Code	:	IBO – 01/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What do you mean by international business environment? Describe briefly any four components that play prominent role in foreign environment. (5+15)

2. Explain the concept of globalization. Analyse the major forces that have accelerated the movement of globalization. (5+15)

3. (a) Describe the functions of WTO in integrating the economy of world.
(b) Explain the major goals of Uruguay Round Agreements. (10+10)

4. Distinguish between:
 - a) Micro and Macro Environments
 - b) Current Account and Capital Account
 - c) Formal Contracts and Simple Contracts
 - d) Utilitarianism and Formalism (4x5)

5. Write short notes on:
 - (a) FDI
 - (b) TNCs
 - (c) Ethical Issues in International Trade
 - (d) Internet Services (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO – 02/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Explain five different marketing philosophies under which business enterprises conduct their marketing activity. (20)

2. What is international market segmentation? What are the various bases on which an international market is segmented? (20)

3. (a) Explain the factors effecting pricing decisions in international markets.
(b) Discuss the functions and importance of packaging. (10+10)

4. Distinguish between:
(a) Domestic and International Marketing Communications
(b) Advertisement and Publicity (10+10)

5. Write short notes on:
(a) Barrier to International Marketing of Services
(b) International Marketing Research Process
(c) Advantages and Limitations of Secondary data
(d) Report Writing (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 03
Course Title	:	India's Foreign Trade
Assignment Code	:	IBO – 03/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What is meant by balance of payments? How do current account and capital account differ? Describe salient features of India's balance of payments. (5+5+10)
2. Discuss various steps taken by the government of India to promote exports. Explain any two factors that create hurdles in building good image of India abroad. (10+10)
3. Suppose you are an exporter of gems and jewellery. Describe your strategy to boost up your business. (20)
4. Write short notes on:
 - (a) SWOT Analysis
 - (b) Conventional Services. (10+10)
5. Comment briefly on the following statements:
 - (a) India could not play the role of a global marketer.
 - (b) Industrialization is an important element of economic growth.
 - (c) India is setting up VHT facilities with aid from Japan.
 - (d) Bahrain has attempted to move beyond its petrol – based economy. (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 04
Course Title	:	Export Import Procedures and Documentation
Assignment Code	:	IBO – 04/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. “In export-import trade, people are dealing in documents and not in goods”. Critically examine this statement. (20)
2. What is post-shipment finance? Explain various methods of post-shipment finance. (20)
3. Comment on the following:
 - (i) “Credit is a major weapon of international competition but it involves risk”
 - (ii) “Export incentives have become a universal practice” (10+10)
4. Write short notes on:
 - (i) Export Promotion Councils and Commodity Boards
 - (ii) Duty Exemption/Remission scheme (10+10)
5. Distinguish between:
 - (i) Liner Shipping Services and Tramp Shipping Services
 - (ii) Voyage Charter and Time Charter (10+10)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 05
Course Title	:	International Marketing Logistics
Assignment Code	:	IBO – 05/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. (a) What do you understand by the institutional arrangements for resolving shipper's problem? Explain.

(b) Privatization of ports is considered necessary for the fast development of port infrastructure. Discuss. (10+10)

2. Discuss the basic principles and factors that govern the liner freight rates. Also specify the different elements added to bank of freight rates to work out the final charges to be paid in case of break- bulk cargo. (20)

3. Write short notes on:
(a) Joint Venture
(b) Land Bridging
(c) Export Order
(d) Multi-Model Transport (4x5)

4. Distinguish between the following:
(a) Domestic and International Logistics
(b) Total Cost Concept and Total System Concept
(c) Free In Gross out and Gross In Free Out
(d) MTO and MTD (4x5)

5. Comment briefly on the following statements:
(a) A firm can attract additional customers by offering better services at lower price.
(b) Tank containers are used for dry bulk cargo.
(c) Bill of lading is a negotiable instrument in the commercial sense.
(d) Overseas cargo is handled at major ports only. (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 06
Course Title	:	International Business Finance
Assignment Code	:	IBO – 06/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. (a) How did the US Balance of Payment position influence the whole International Monetary System under Bretton Woods System?

(b) What are the risks involved in Domestic and Foreign financial markets? (12+8)
2. (a) Why have Central Banks frequently intervened the foreign exchange market under system of flexible exchange?

(b) How does currency option differ from a forward contract? (10+10)
3. (a) Critically analyse the centralised cash management operations of MNCs.

(b) Explain transfer pricing technique with the help of an illustration. Why do MNCs use this technique? (10+10)
4. (a) How does balance of payment position influence the domestic economic activities?

(b) What is a letter of credit? How does it protect the interest of both exporter and importer? (10+10)
5. Write short notes on:
(a) Adjusted Present Value Technique
(b) Economic Exposure (10+10)