

**PGDIBO**

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

**ASSIGNMENTS**

**2014-15**



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

# ASSIGNMENTS – 2014-15

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 2014 and July 2014**). The validity is given below:

1. Those who are enrolled in **January 2014**, it is valid upto **December 2014**.
2. Those who are enrolled in **July 2014**, it is valid upto **June 2015**.

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

## TUTOR MARKED ASSIGNMENT

**Course Code** : **IBO – 01**  
**Course Title** : **International Business Environment**  
**Assignment Code** : **IBO – 01/TMA/2014-15**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. a. Describe the trends of the World Trade in terms of commodity composition, region, major trading countries and direction.  
b. Explain the problems faced by the developing countries. (10+10)
2. a. What is Transnational Corporations? Why do firms become transnational?  
b. Discuss various theories explaining emergence of Transnational Corporations in world economy. (10+10)
3. Distinguish between:
  - a) Void and Illegal Agreements
  - b) Void Agreements and Void Contracts
  - c) Globalization and Glocalization
  - d) Ad-hoc and Institutional Arbitration (4x5)
4. Comment on the following:
  - a) There is no difference between GATT and WTO
  - b) FDI do not provide foreign capital and Technology to the host countries
  - c) Free trade is always better than no trade.
  - d) Balance of payments position influences foreign exchange markets. (4x5)
5. Write short notes on the following:
  - (a) WTO
  - (b) Business and Social Responsibility
  - (c) Electronic Commerce
  - (d) World Wide Web (www) (4x5)

## **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/2014-15</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Explain the concept of International Product Life Cycle. Also discuss the product development process. (20)
2. What do you mean by services? How are they different from products? Also describe the associated challenges of marketing of services. (20)
3. (a) Explain various bases of International Market Segmentation.  
(b) Discuss various targeting strategies in international markets. (10+10)
4. Distinguish between the following:  
(a) Direct Exporting and Indirect Exporting  
(b) Multinational Marketing and Global Marketing (10+10)
5. Write short notes on:  
(a) International Marketing Communication  
(c) International Distribution (10+10)

## TUTOR MARKED ASSIGNMENT

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Course Code	:	IBO – 03
Course Title	:	India's Foreign Trade
Assignment Code	:	IBO – 03/TMA/2014-15
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Analyse the changing pattern of India's foreign trade with reference to direction of trade.  
Do you think that the new trade policy is effective? Explain (20)
2. What are the major features of the new industrial policy? How far the policy has a favourable impact on the Indian Economy. (20)
3. a) Analyse the European Union's (EU) trade relations with major countries.  
b) Do you think that USA is the most important market for India? Discuss and substantiate your answer with the help of various commodity analysis. (10+10)
4. Describe the government's measures to enhance agricultural and readymade garments exports from India. What strategies would you suggest to boost these exports? (20)
5. Discuss the role of the Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC) in promoting trade among the member countries. What are the trade prospects between India and ASEAN? (20)

## TUTOR MARKED ASSIGNMENT

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Course Code	:	IBO – 04
Course Title	:	Export Import Procedures and Documentation
Assignment Code	:	IBO – 04/TMA/2014-15
Coverage	:	All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. You are planning to export textiles to Singapore. Enumerate the documents required under CIF contract. Discuss the features of Commercial Invoice and Bill of Lading along with various kinds of Bill of Lading. (20)
  
2. Discuss the mechanism of realizing payment under the letter of credit arrangements. Enumerate its advantages from the view point of both exporter and importer. (20)
  
3. Distinguish between:
  - (i) Liner and Tramp Shipping Services
  - (ii) Open Cover and Open Policy (10+10)
  
4. Comment on the following:
  - (i) Export incentives have become a universal practice.
  - (ii) ECGC does not ensure the political risk of blockage of transfer of funds.
  - (iii) Advance authorization can be issued for deemed export.
  - (iv) Clearing and forwarding agent do not help in efficient movement of goods.
  - (v) Cargo insurance policy does not give protection against loss of goods. (5x4)
  
5. Write short notes on the following:
  - (i) Rush Cargo
  - (ii) Responsibilities of the Insured
  - (iii) Export Declaration Form
  - (iv) Deferred Credit Facilities (4x5)

## **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/2014-15</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 three important concepts relevant to Logistics Management by an Organization? Explain them briefly and state which one do you consider as the best approach and why?  
(20)
  
2. Indicate the difference between classification survey, registration survey and under writers survey; and enumerate the important checks performed by the classification society on a ship.  
(20)
  
3. Discuss the salient features of commercial shipping and explain its importance for the development of international trade?  
(20)
  
4. Distinguish between the following:  
  - (a) Charter Party and Bill of Lading
  - (b) Weight Ton & Measurement Ton.  
(10+10)
  
5. Write short notes on:  
  - (a) Joint Venture
  - (b) ABC Analysis
  - (c) Export Order
  - (d) Information System in Logistics  
(4x5)

## **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/2014-15</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What are foreign exchange markets? Discuss the foreign exchange market structure in India. (8+12)
  
2. What is balance of payment? Explain its different components. Discuss its relevance to economic planning in a developing country. (4+8+8)
  
3. Explain the various DCF and non DCF techniques of project appraisal with the help of examples. (20)
  
4. (a) Discuss the need and importance of International cash management.  
(b) Explain with the help of an example how futures may be a good helping technique. (10+10)
  
5. Explain the dividend valuation model and Capital Asset Pricing Model (CAPM) to determine the cost of equity capital. (10+10)