

PGDIBO

**POST GRADUATE DIPLOMA IN INTERNATIONAL
BUSINESS OPERATIONS**

PGDIBO

ASSIGNMENTS

2015-16



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

ASSIGNMENTS – 2015-16

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 2015 and July 2015**). The validity is given below:

1. Those who are enrolled in **January 2015**, it is valid upto **Dec 2015**.
2. Those who are enrolled in **July 2015**, it is valid upto **June 2016**.

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, 2015 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2015.

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 01
Course Title	:	International Business Environment
Assignment Code	:	IBO – 01/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Distinguish among domestic, foreign and global environment. Explain the economic, socio-cultural and financial environment related to the international business with suitable examples. (6+14)

2. (a) Describe the non-equity forms of Technology transfer by TNCs and Small and Medium Enterprises. (10+10)
(b) Briefly discuss major International Commodity Agreements.

3. You are a manager of an export Firm and planning to export Fashion Garments to USA. Draft a standardized Export Sales Contract for this purpose. (20)

4. Comment on the following:
(a) Globalization has not led to the world economic growth.
(b) TNCs do not use transfer pricing.
(c) Regional Economic Groupings do not facilitate trade diversion.
(d) International Trade in services do not facilitate economic development. (4×5)

5. Write short notes on the following:
(a) Modern Theory of Trade
(b) Essential Elements of a Valid Contract
(c) Application of Lex Causae to Sale of Goods
(d) Ethical v/s Unethical activities in International Marketing Practices (4×5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO – 02/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Describe in detail the concept of marketing mix with suitable example. Also discuss its components. **(20)**

2. (a) Discuss the growing importance of international marketing.
(b) Discuss various barriers to international marketing of services. **(10+10)**

3. Discuss the phases of the international product life cycle. How does it help to the planning of the product? **(20)**

4. Distinguish between the following:
(a) Undifferentiated and differentiated marketing targeting.
(b) Indirect exporting and direct exporting
(c) Mergers and acquisition
(d) Psychographic segmentation and Behavior Segmentation **(4×5)**

5. Write short notes on the following:
(a) Promotion mix
(b) Relationship Marketing
(a) EPRG Orientation
(b) Data Analysis **(4×5)**

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 03
Course Title	:	India's Foreign Trade
Assignment Code	:	IBO – 03/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Describe the salient features of India's balance of payments. How have the new policy measures improved India's balance of payments situation?
(20)

2. Describe briefly various constraints in the export promotion efforts in India. Discuss how these can be tackled effectively.
(20)

3. Analyse recent trends in the readymade garments exports from India. Explain briefly strengths and weaknesses of this sector.
(20)

4. What are the objectives of SAARC? Comment briefly on the India - SAARC trade prospects.
(20)

5. Write short notes on the following:
 - a) Export Promotion Measures in India
 - b) Government's Measures to Enhance Agricultural Exports
 - c) India - US Trade Prospects
 - d) Indo - ASEAN Trade and Economic relations (4×5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 04
Course Title	:	Export Import Procedures and Documentation
Assignment Code	:	IBO – 04/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What are the various alternatives available to an exporter from the viewpoint of realizing export proceeds? Arrange them in order of safety. What are the risks associated with each of these alternatives? Explain.

(20)
2. Why is cargo insurance needed? Describe various types of perils in cargo insurance policy against which insurance cover can be obtained?

(20)
3. Explain the framework of export incentives in India and analyze as to how far it provides a total approach to export promotion.

(20)
4. Write short notes on the following:
 - a) Duty Free Import Authorization (DFIA)
 - b) ISO 9000

(10+10)
5. Comment on the following:
 - a) Tramp shipping services are not suitable for carrying heterogeneous cargo
 - b) IATA does not provide facility to users in the form of clearing house
 - c) An export license holder can export through third party
 - d) Advance payment is not the safest method from the importer's side

(4×5)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	IBO-05
Course Title	:	International Marketing Logistics
Assignment Code	:	IBO-05/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. “The efficiency of ports not only helps in increasing the efficiencies of the overall transport system of a country but also reduces the cost of transporting goods from source of origin to the point of ultimate decisions”. Comment and discuss the constraints faced by Indian ports in providing efficient service to users. **(20)**

2. (a) What is Bill of lading? Discuss its main features.
(b) Discuss briefly the constraints faced by Indian Shipping industry. **(10+10)**

3. Write short notes on the following
(a) Maritime Fraud **(10+10)**
(b) Joint Ventures

4. Distinguish between the following:
(a) Re-order Level (ROL) and Re-order Quantity (ROQ) **(10+10)**
(b) Warranty and Guarantee

5. Briefly comment on following statements.
(a) Logistics variables and costs interact in a complex and indirect way.
(b) Multi-Modal Transport is considered as an integral part of “Just-In-Time” logistics Management
(c) Traders of general merchandise require shipping services of more sophisticated nature.
(d) The freight rate had no relationship with the route to be covered. **(4x5)**

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 06
Course Title	:	International Business Finance
Assignment Code	:	IBO – 06/TMA/2015-16
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Explain the need and importance of International Cash Management. Which of the gain from Centralized Cash Management are related to foreign exchange transaction cost? Discuss.

(20)
2. Explain purchasing power parity theory. Discuss its relevance in explaining changes in exchange rates.

(20)
3. Distinguish between ‘balance of trade’ and ‘balances of payments’ with the help of illustration. Also explain the relationship among Current Account, Capital Account and Official Reserves Account.

(20)
4. Write short notes on the following:
 - a) Foreign Direct Investment
 - b) Real Option Value
 - c) Foreign Exchange Market
 - d) Economic Exposure

(4×5)
5. Distinguish between the following:
 - a) Centralized Cash Management and Decentralized Cash Management
 - b) Foreign bonds and Euro bonds

(10+10)