

**PGDIBO**

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

**ASSIGNMENTS  
(IBO-01 to IBO-06)  
2016-17**

**For January 2016 and July 2016 Admission Cycles**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110068**

## **ASSIGNMENTS 2016-17**

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 2016 and July 2016**). The validity is given below:

1. Those who are enrolled in **January 2016**, it is valid up to **December 2016**.
2. Those who are enrolled in **July 2016**, it is valid up to **June 2017**.

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

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 01  
Course Title : International Business Environment  
Assignment Code : IBO - 01/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. (a) Distinguish between Current Account and Capital Account of balance of payments.  
  
(b) Describe the factors affecting the balance of payments. (10+10)
  
2. (a) "FDI helps in accelerating the rate of economic growth of the host country". Critically examine the statement.  
  
(b) State the recent trends in FDI flows in India. (10+10)
  
3. What are the objectives and functions of International Monetary Fund (IMF)? Explain the financial assistance provided by IMF. (8+12)
  
4. Comment on the following statements:
  - (a) "There is no difference between unlawful agreement and illegal agreement".
  - (b) "A seller can not convey a better title than that of his own".
  - (c) "The arbitration is preferred by businessmen for settlement of international trade dispute".
  - (d) "Grey marketing is not good for international trade". (5×4)
  
5. Write short notes on the following:
  - (a) Legal environment of international business
  - (b) Transfer Pricing
  - (c) Regional Development Banks
  - (d) The Basel Convention (5×4)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 02  
Course Title : International Marketing Management  
Assignment Code : IBO - 02/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. How are branding strategies formulated for international marketing? Evaluate the advantages and disadvantage of various branding strategies. Also discuss the scope for use of Indian brands.

(8+8+4)

2. a) What are the objectives of international marketing communication?  
b) Discuss the key issues involved in international marketing communication.

(10+10)

3. Distinguish between the following:

- a) Penetration Pricing and Skimming Pricing
- b) Marginal Cost Pricing and Differential Pricing
- c) Domestic and International Marketing Communication
- d) Domestic and International Marketing Planning

(5×4)

4. Write short notes on the following:

- a) EPRG Orientation
- b) International Product Life Cycle
- c) Promotion Mix
- d) Observation Method of Collecting Primary Data

(5×4)

5. Comment on the following statements:

- a) "There is no difference between high-tech positioning and high-touch positioning".
- b) "Intranet and internet are not useful for international marketing".
- c) "Most statistical analyses do not rest upon primary data".
- d) "Data analyses do not facilitate marketing executive to initiate appropriate action to the problem".

(5×4)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 03  
Course Title : India's Foreign Trade  
Assignment Code : IBO - 03/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What do you mean by balance of payments? What are the salient features of India's balance of payments? Discuss the main reasons for the adverse balance of payments of India. What measures would you suggest for improving the balance of payments position in India?

(3+5+6+6)
2. Do you consider that the export promotion measures initiated so far have been satisfactory? If not, what have been the major constraints and what are the reforms that need to be carried out so that such measures have a better impact on the foreign trade sector?

(5+15)
3. What are the various items of agricultural exports from India? Describe the Government's measures to enhance agricultural export from India. What strategies would you suggest to boost agricultural export from India?

(5+8+7)
4. Comment on the following statements:
  - (a) "Infrastructure hurdles are one of the major constraint hampering effective export promotion".
  - (b) "India's Agricultural Products are not competitive in international market".
  - (c) "North America has no dominant presence in the world chemical industry".
  - (d) "India is not a capital scarce country".

(5×4)
5. Write short notes on the following:
  - (a) Indo - US Trade
  - (b) Special Economic Zones (SEZ)
  - (c) Major problems of Indian export sector
  - (d) India's competitive advantage in the leather industry

(5×4)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 04  
Course Title : Export Import Procedures and Documentation  
Assignment Code : IBO - 04/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What are the key components of an EDI system? Why has EDI become a necessity for international trade? Explain the business approaches to EDI.  

(4+4+12)
  
2. Distinguish between the following:  
  - (a) "Received for Shipment Bill of Lading" and "On-board Shipped Bill of Lading"
  - (b) "Clean" and "Claused" Bill of Lading
  - (c) "Invoice Policy" and "Insurance Certificate"
  - (d) "Consular Invoice" and "Customs Invoice"

(5×4)
  
3. 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?  

(6+4+10)
  
4. Comment on the following statements:  
  - (a) "Line Shipping Service is not suitable for carrying homogeneous cargo".
  - (b) "Cargo Insurance Policy does not protect against loss of goods".
  - (c) "Goods can not be brought into the shed without completing port formalities".
  - (d) "Against the order of customs authorities, an appeal can not be filed to the Commissioners of Customs".

(5×4)
  
5. Write short notes on the following:  
  - (a) Indian Council of Arbitration
  - (b) Star Export House
  - (c) Duty Exemption Schemes
  - (d) Income tax Exemption

(5×4)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 05  
Course Title : International Marketing Logistics  
Assignment Code : IBO - 05/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Discuss the basic principles and factors that govern the liner freight rates. 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)
  
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. 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".(5×4)
  
4. Distinguish between the following:
  - (a) Charter Party and Bill of Lading
  - (b) Weight Ton and Measurement Ton
  - (c) Domestic Logistics and International Logistics
  - (d) Total Cost Concept and Total System Concept(5×4)
  
5. Write short notes on the following:
  - (a) Joint Venture
  - (b) ABC Analysis
  - (c) Export Order
  - (d) Information System in Logistics(5×4)

## TUTOR MARKED ASSIGNMENT (TMA)

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Course Code : IBO - 06  
Course Title : International Business Finance  
Assignment Code : IBO - 06/TMA/2016-17  
Coverage : All Blocks

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**Maximum Marks: 100**

**Attempt all the questions.**

1. a) How did the U.S. balance of payments position influence the international machinery system under the Bretton Woods system?  
  
b) Discuss the main functions of IMF.  

(10+10)
2. a) Who are the major participants in foreign exchange market? Discuss their functions.  
  
b) Why do central bank frequently intervene in the foreign exchange market under a system of flexible exchange.  

(10+10)
3. a) Explain Transaction exposure, translation exposure and economic exposure. Which exposure is easiest to manage and which is most difficult. Give reasons.  
  
b) Contrast the forward market hedge and the money market hedge as to a) cost b) convenience and c) effectiveness.  

(10+10)
4. What is letter of credit? Explain its purpose? What are its types?  

(4+6+10)
5. Write short notes on the following:
  - a) Foreign subsidiary capital structure
  - b) International debt instruments.

(10+10)