

PGDIBO

**POST GRADUATE DIPLOMA IN INTERNATIONAL
BUSINESS OPERATIONS**

PGDIBO

**ASSIGNMENTS
(IBO-01 to IBO – 06)
2017-18**

For January 2017 and July 2017 Admission Cycles



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

ASSIGNMENTS – 2017-18

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 2017 and July 2017**). The validity is given below:

1. Those who are enrolled in **January 2017**, it is valid upto **December 2017**.
2. Those who are enrolled in **July 2017**, it is valid upto **June 2018**.

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

Course Code	:	IBO – 01
Course Title	:	International Business Environment
Assignment Code	:	IBO – 01/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Critically examine the partial Equilibrium Theory of Trade. How can this theory be applied for instruments of trade policy? (16+4)

2. (a) Why do Firms become transnational? Discuss with examples.
(b) Explain the issues and controversies related to Transnational Corporations. (10+10)

3. Distinguish between GATT and WTO. Discuss the Multilateral Trade Agreements related to Agriculture, Textiles and Clothing and Trade Related Investment Measures. (5+15)

4. Comment on the following:
(a) There is no difference between contract and quasi contract.
(b) In contract of sale, unless there is a contrary intention, there is no implied warranty.
(c) In the settlement of international disputes, Arbitration is not preferred by business men.
(d) There is no difference between counterfeiting and grey marketing. (4×5)

5. Write short notes on the following:
(a) Modern Theories of Trade
(b) The Montreal protocol
(c) International Commodity Agreements
(d) Application of Lex Causae to sale of Goods. (4×5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO – 02/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Distinguish between the following:
 1. Adaption and Standardization in international advertising
 2. Product and Services

(10+10)
2. Write short notes on the following:
 1. International Product Life Cycle
 2. Guidelines for a good international marketing research report

(10+10)
3. You are the Marketing Manager in a domestic pharmaceutical company. Write a note to the CEO of your company explaining the need for the company to enter international markets.

(20)
4. You are the Marketing Manager in a computer hardware company, which manufactures laptops. The company decided to enter international markets. It is proposed to produce the laptops in the foreign country and sell them there. But the company is not interested in establishing own manufacturing facilities in the foreign country. Suggest the company any two types of foreign market entry modes suitable in this regard and explain their relative advantages and disadvantages.

(20)
5. Distinguish between direct and indirect channels of distribution in international marketing. Would you suggest direct channels or indirect channels for international marketing of cosmetics? Give your reasons for your suggestion.

(20)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 03
Course Title	:	India's Foreign Trade
Assignment Code	:	IBO – 03/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What are the main issues in world trade? Discuss these issues briefly along with their solutions.
(5+15)

2. What were the objectives of the industrial policy, 1991? Describe the salient features of this policy.
(5+15)

3. Explain the main factors that contributed to making the garments export the star-performer in the Indian textile exports sector.
(20)

4. Comment on the following statements;
 - (a) High taxes and other disincentives have often choked the expansion of the electronics industry.
 - (b) Over the past few years the rapidly expanding role of services in the total exports has transformed the growth of Indian economy.
 - (c) The Indo-US trade and economic cooperation received a significant boost in recent years.
 - (d) India has always enjoyed a favourable trade balance with SAARC countries.(4×5)

5. Write short notes on the following:
 - (a) Role of international organizations in world trade
 - (b) Major markets for Indian handicrafts
 - (c) Indo-ASEAN trade prospects
 - (d) SWOT Analysis(4×5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 04
Course Title	:	Export Import Procedures and Documentation
Assignment Code	:	IBO – 04/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. You are an exporter of engineering products. State the commercial documents required for the export of engineering products and discuss their features.

(20)

2. Distinguish between:
 - i) Free on Board (FoB) and Cost Insurance Freight (CIF)
 - ii) Bill of Exchange and Bill of Entry
 - iii) Payment credit and Deferred payment credit
 - iv) Supplier's credit and Buyer's credit

(5x4)

3. What are the objectives of exchange control? Explain the regulation and management of foreign exchange under Exchange Control Regulations.

(5+15)

4. Comment on the following statements:
 - i) There are universally acceptable norms as to the form of export contracts.
 - ii) There are no difference between revocable and irrevocable letter of credit and confirmed letter of credit.
 - iii) Post shipment credit in foreign currency is not provided to Indian exporter.
 - iv) Under the Bareboat charter, the ship-owners do not let out the bare ship for a period of time.

(5x4)

5. Write short notes on the following:
 - i) India Trade Promotion Organization (ITPO)
 - ii) Strengthening Export Marketing Effort
 - iii) Open Cover
 - iv) Export under deferred payments

(5x4)

TUTOR MARKED ASSIGNMENT (TMA)

Course Code	:	IBO-05
Course Title	:	International Marketing Logistics
Assignment Code	:	IBO-05/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. Indicate the difference between classification survey, registration survey and underwriter's survey; and enumerate the important checks performed by the classification society on a ship. (20)

2. What are the three important concepts relevant to the logistics management by an organization? Explain them briefly and state which one you regard as the best approach and why? (20)

3. Distinguish between the following:
(a) Warranty and Guarantee
(b) Export order and Import order (10+10)

4. Write short notes on the following:
(a) Charter party
(b) Liner Vessel
(c) Joint Ventures
(d) Warehousing (4x5)

5. Briefly comment on the following statements.
(a) The freight rate had no relationship with the route to be covered.
(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/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. (a) Distinguish between ‘Balance of Trade’ and Balance of Payments. Give illustration to support your answer.
(b) Describe the relationship among Current Account, Capital Account and Official Reserve Account with an example. (10+10)
2. Describe in detail various DCF and non DCF techniques of project appraisal. (20)
3. Discuss in detail various techniques of transaction exposure management. (20)
4. Discuss the rationale of foreign direct investment in an economy. How is it different from portfolio investment? (20)
5. Distinguish between the following:
 - a) Centralized and decentralized cash management
 - b) Foreign bonds and Euro bonds (2x10)