

PGDIBO

**POST GRADUATE DIPLOMA IN INTERNATIONAL
BUSINESS OPERATIONS**

(PGDIBO)

**ASSIGNMENTS
2011-12**



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

ASSIGNMENTS - 2011-12

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 assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**January 2011 and July 2011**). The validity is given below:

1. Those who are enrolled in **January 2011**, it is valid upto **December 2011**.
2. Those who are enrolled in **July 2011**, it is valid upto **June 2012**.

In case you are planning to appear in June Term-End Examination, you must submit the assignment to the Coordinator of your Study Centre latest by **30th April** and if you are planning to appear in December Term-End Examination, you must submit it latest by **31st October**.

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/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the questions.

1. What are the rationale of transfer of technology? Discuss various non-equity forms of technology transfer by TNCs and Small and Medium Enterprises.

(6 + 14)
2. Discuss the objectives and functions of International Monetary Fund. Critically examine various financial assistance provided by the IMF.

(4 + 4 + 12)
3. a) Discuss various implied conditions in a contract of sale.
b) Describe various exceptions to the Nemo Dat Rule.

(10 + 10)
4. Distinguish between:
a) Globalization and Glocalization
b) GATT and WTO

(10 + 10)
5. Briefly comment on following statements.
a) There is no difference between domestic environment and foreign environment.
b) Changes in a currency's exchange rate do not influence a country's current account balance.
c) There are no differences between ethical dilemmas and ethical lapses.
d) Service sector does not play a catalytic role in the industrialisation process and economic development.

(5 × 4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-02
Course Title	:	International Marketing Management
Assignment Code	:	IBO-02/TMA/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the questions.

1. Explain how various political, social and cultural conditions influence the foreign market selection.
(20)

2. Describe the phases of the international product life cycle. How does it help to the planning of the product?
(10 + 10)

3. (a) What is marketing mix? Explain its components.
(b) Discuss the growing importance of international marketing
(10 + 10)

4. Write notes on:
 - (a) Overseas agent
 - (b) Promotion mix
 - (c) Advertising appeal
 - (d) Relationship marketing(5 × 4)

5. Distinguish between the following:
 - (a) Domestic and International marketing planning
 - (b) Mergers and Acquisitions
 - (c) Primary data and Secondary data
 - (d) Undifferentiated and differentiated marketing targeting(5 × 4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-03
Course Title	:	India's Foreign Trade
Assignment Code	:	IBO-03/TMA/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the questions.

- 1) What is meant by balance of payments? How is it different from balance of trade? Describe salient features of India's balance of payments.
(5 + 5 + 10)
- 2) Describe briefly the specific initiatives outlined in the year 2005 for promoting foreign trade.
(20)
- 3) Analyze briefly how India's trade has developed with European Union (EU) during the last decade. What are the likely implications of the expansion of EU on the Indian exports?
(10 + 10)
- 4) Write short notes on the following:
 - a) India's export of services
 - b) India – SAARC trade prospects(10 + 10)
- 5) Briefly comment on the following statements:
 - a) The world economic scenario has undergone rapid changes particularly during the last one decade.
 - b) Foreign investment has the advantage that it does not create any liability for the receiving country.
 - c) International trade in textiles and clothing has been characterized by a long history of managed trade.
 - d) Knowledge is increasingly becoming the engine that will fuel many of the most rapidly growing service industries.(5 × 4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-04
Course Title	:	Export Import Procedures and Documentation
Assignment Code	:	IBO-04/TMA/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the questions.

1. What are the objectives of foreign trade policy? Discuss the general provisions related to imports under the Export-Import policy.

(4 + 16)
2. What is documentary credit? Explain the practical mechanism of realising payment under the letter of credit arrangement alongwith the documentation formalities.

(4 + 16)
3.
 - a) Describe the responsibilities of insurer under the cargo insurance.
 - b) Explain the features of open cover under the cargo insurance.

(10 + 10)
4. Distinguish between the following:
 - a) Liner Shipping Service and Tramp Shipping Service
 - b) Maritime perils and War perils

(10 + 10)
5. Briefly comment on following statements.
 - a) Duty Entitlement Passbook Scheme does not neutralise the incidence of Customs duty.
 - b) Packing credit does not enable exporters to procure, process or manufacture the goods meant for export.
 - c) Containerisation does not offer any advantage to exporters.
 - d) Export Promotion Councils do not provide marketing assistance to exporters.

(5 × 4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-05
Course Title	:	International Marketing Logistics
Assignment Code	:	IBO-05/TMA/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the questions.

1. Different organizational functions have different interests and these create conflicting objectives and requirement for a logistics system. Elaborate on this statement and discuss the various considerations pertaining to logistics system.

(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) Mechanics of Registration
 - b) The Tariff
 - c) Maritime Fraud
 - d) Basic features of Shipping Act

(5 × 4)
4. Distinguish between the following:
 - a) Ship Owner's Lien and Maritime Lien
 - b) Flat Rack Container Vs. Open Top Container
 - c) Heavy Lift and Long Lift Surcharge
 - d) Re-order Level (ROL) and Re-order Quantity (ROQ)

(5 × 4)
5. Briefly comment on the following:
 - i) Logistics variables and costs interact in a complex and indirect way.
 - ii) Multi-Modal Transport is considered as an integral part of "Just-In-Time" logistics Management
 - iii) Traders of general merchandise require shipping services of more sophisticated nature.
 - iv) The freight rate had no relationship with the route to be covered.

(5 × 4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-06
Course Title	:	International Business Finance
Assignment Code	:	IBO-06/TMA/2011-12
Coverage	:	All Blocks

Maximum Marks 100

Attempt all the Questions.

1. Distinguish between 'balance of trade' and 'balance of payments' with the help of illustrations. Also explain the relationship between Current Account, Capital Account and Official Reserves Account.

(20)
2. (a) What are foreign exchange markets? Discuss the functions of foreign exchange market.
(b) If a foreigner purchases Indian short –term security, what happens to the supply and demand for rupees? Explain.

(10+10)
3. Write short notes on the following:
 - (a) Foreign Direct Investment
 - (b) Real Option Value
 - (a) Weighted Average Cost of capital
 - (b) Economic Exposure

(5 × 4)
4. Why do capital structures adopted by different companies in different countries differ? Discuss with example. Also explain the various sources of external funds.

(10 + 10)
5. Distinguish between the following:
 - (a) Centralized cash management and Decentralised cash management
 - (b) Foreign bonds and Euro bonds.

(10 + 10)