

**PGDIBO**

**POST GRADUATE DIPLOMA IN INTERNATIONAL  
BUSINESS OPERATIONS**

**(PGDIBO)**

**ASSIGNMENTS**

**2010-11**



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

## ASSIGNMENTS – 2010-11

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 2010 and July 2010**). The validity is given below:

1. Those who are enrolled in **January 2010**, it is valid upto **December 2010**.
2. Those who are enrolled in **July 2010**, it is valid upto **June 2011**.

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 assignment late, you can submit the assignment responses within one month after receiving the study material.

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO - 01**  
**Course Title** : **International Business Environment**  
**Assignment Code** : **IBO-01/TMA/2010-11**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. What do you mean by Balance of Payments? How does disequilibrium occur in the Balance of Payments? Describe the methods of correcting the disequilibrium. (4+8+8)
2. Do you think that the effects of globalization have been favourable on the world economy? Describe various approaches to globalization with suitable examples. (8+12)
3. Distinguish between
  - a) Export Sales Contract and Domestic Sales Contract
  - b) Classical theory and Neo-classical theory of International Trade. (10+10)
4. Write short notes on the following:
  - a) Asian Development Bank
  - b) Compensatory Financing Facility
  - c) Agreement on Anti-dumping
  - d) Terms of Trade (4×5)
5. Briefly comment on following statements.
  - a) There are certain factors which differentiate TNCs of developed countries and TNCs of developing countries.
  - b) Language is an important element of culture.
  - c) Establishment of Regional Trade Blocs contradicts the Principles of free trade enshrined in the articles of WTO.
  - d) Unlawful agreement and illegal agreement are the same. (4×5)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>IBO – 02</b>
<b>Course Title</b>	<b>:</b>	<b>International Marketing Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-02 / TMA / 2010-11</b>
<b>Assignment Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all questions. All questions carry equal marks.**

1. ABC Pharma Ltd., an Indian pharmaceutical company in Hyderabad, is planning to enter in African market. The company is ready to invest in the manufacturing and marketing facilities in Africa. Advise the company in various modes of entry to African market, and explain their merits and demerits. (20)
  
2. ‘Compared with products, marketing of services posses distinctive challenges to marketers.’ Explain why it is so. Enumerate the challenges in marketing of services in international marketing. (20)
  
3. Distinguish between the following;
  - a) Standardized approach and multi-domestic approach of international market planning.
  - b) International marketing and global marketing. (2×10)
  
4. Write short notes on the following:
  - a) Life cycle stretching strategies in international marketing.
  - b) Adaptive advertising strategy in international marketing. (2×10)
  
5. Comment very briefly on the following statements:
  - a) International marketing is nothing but domestic marketing on a large scale.
  - b) Product is not a controllable variable in international marketing mix.
  - c) In international marketing research, you always collect quantitative data only.
  - d) The services supplied in the exercise of governmental authority are not covered under GATS. (4×5)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>IBO - 03</b>
<b>Course Title</b>	<b>:</b>	<b>India's Foreign Trade</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-03/TMA/2010-11</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Discuss the major problems faced by Indian exports. What is the current situation of balance of payments of India? (15+5)
2. Outline major steps taken by government of India in fulfilment of our commitments to World Trade Organization. How has the tariff policy been rationalized recently? (15+5)
3. a) Describe briefly the composition of agricultural exports of India.  
b) Outline the strategies adopted in recent years to boost agricultural exports. (10+10)
4. Write short notes on the following:
  - a) Exports of Readymade garments.
  - b) Potential of tourism in India.
  - c) IT & BPO services.
  - d) India's trade with UAE. (4×5)
5. Comment on the following statements:
  - a) Most developing countries run current account deficits in their balance of payments.
  - b) Industrialization is an important element of economic growth.
  - c) The Indian textile industry occupies an important position in our economy.
  - d) Handicrafts in general and gems and jewellery in particular are the major emerging areas of Indian exports. (4×5)

## **TUTOR MARKED ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>IBO - 04</b>
<b>Course Title</b>	<b>:</b>	<b>Export –Import Procedures and Documentation</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-04/TMA/2010-11</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Explain various EDI standards in detail. What are the key components of an EDI system? (15+5)
2. Enumerate the regulatory framework of import finance. Explain various methods of import finance. (3+17)
3. Discuss the procedure of customs clearance of export cargo by sea along with the documentation formalities. (20)
4.
  - a) Discuss the export assistance related to expansion of production base for export.
  - b) Describe the fiscal incentives provided under export promotion scheme. (10+10)
5. Write short notes on the following:
  - a) Legal documents in importing countries
  - b) Foreign Currency Account
  - c) Deemed Exports
  - d) Financial Guarantees of ECGC (4×5)

## **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/2010-11</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 you regard as the best approach and why? (20)
2. Enumerate the salient features of commercial shipping and explain its importance for the development of international trade? (20)
3. Discuss the basic principles and factors that govern the liner freight rates. Also specify the different element added to bank of freight rates to work out the final charges to be paid in case of break- bulk cargo (20)
4. The efficiency of ports not only helps in increasing the efficiency of the overall transport system of a country, but also reduces the cost of transporting goods from one of the origin to the point of the ultimate destination. Comment and discuss the constraints faced by Indian ports in providing efficient service to users. (20)
5. Write short notes on the following:
  - a) Joint Venture
  - b) Land Bridging
  - c) Export Order
  - d) Multi-Model Transport (4×5)

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO - 06**  
**Course Title** : **International Business Finance**  
**Assignment Code** : **IBO-06/TMA/2010-11**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Explain and illustrate with an example the leading and lagging hedging technique of transaction exposure. What are the advantages of this strategy? (20)
  
2. a) Discuss the concept and significance of Balance of payments?  
b) What are the objectives of international cash Managements? (10+10)
  
3. Describe the factors that determine the capital structure of an MNC and its affiliates? (20)
  
4. a) Explain the different types of guarantees used in foreign trade. How do they protect the interest of the buyer.  
b) How is APV technique different from other techniques of financial appraisal? (10+10)
  
5. Write short notes on any **two** of the following
  - a) Purchasing power parity
  - b) Loan pricing
  - c) CAPM
  - d) FDI (10+10)