

PGDIBO

**POST GRADUATE DIPLOMA IN INTERNATIONAL
BUSINESS OPERATIONS**

PGDIBO

**ASSIGNMENTS
(IBO – 01 to IBO – 06)
2026**

For January 2026 and July 2026 Admission Cycles



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



PGDIBO

ASSIGNMENTS – 2026

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 2026 and July 2026). The validity is given below:

1. Those who are enrolled in January 2026, it is valid upto December 2026.
2. Those who are enrolled in July 2026, it is valid upto June 2027.

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, 2026 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th October, 2026.

TUTOR MARKED ASSIGNMENT

COURSE CODE : **IBO-05**
COURSE TITLE : **International Marketing Logistics**
ASSIGNMENT CODE : **IBO-05/TMA/2026**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1.
 - a) Explain the concept and scope of international marketing logistics. Discuss its importance in achieving competitiveness in global markets. **(10+10)**
 - b) Describe the structure and functions of international logistics systems. How do logistics decisions influence international marketing performance?
2.
 - a) Examine the role of transportation in international marketing logistics. Discuss the factors affecting the choice of transport mode in international trade. **(10+10)**
 - b) Discuss the importance of packaging and labeling in international markets. How do legal, cultural, and environmental factors affect packaging decisions?
3. **Briefly comment on the following:** **(4×5)**
 - a) Globalization has integrated international logistics systems, increasing their complexity and strategic importance in managing cross-border flows efficiently.
 - b) Packaging standards in export marketing are a strategic requirement, ensuring product protection, regulatory compliance, and smooth international distribution.
 - c) Third-party logistics providers play a strategic role by enhancing supply chain efficiency, flexibility, and cost effectiveness.
 - d) Emerging trends in international marketing logistics emphasize technology, sustainability, and integration as strategic drivers of global competitiveness.
4. **Distinguish between the following:** **(4×5)**
 - a) Domestic Logistics vs International Logistics
 - b) Physical Distribution vs Logistics Management
 - c) Liner Shipping vs Tramp Shipping
 - d) Air Transport vs Sea Transport
5. **Write short notes on the following:** **(4×5)**
 - a) Use of Information Technology in International Logistics
 - b) Role of Logistics in International Marketing Strategy
 - c) Containerization in International Trade
 - d) Documentation in International Logistics