

ASSIGNMENTS

BCIBF (Distance Mode)

Third Year

(Academic Session 2020-21)

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below-

- Submission of one complete Assignment in each course of the programme every year is compulsory.
- Completed Assignments on prescribed Assignment Booklets or on A4 sheets with the required details are to be submitted online in pdf format through Google Classroom (BCIBF third year class) before or on 03-06-2021.
- If students fail to submit the assignment before or on the last date, they can submit it within a week from the last date with a fine for Rs.200. Afterward, assignments will NOT be submitted.
- For Ex-Students who failed to submit assignments during the course of the programme are required to submit Rs. 200/- per Assignment to CDOL in the form of Demand Draft in favour of Jamia Millia Islamia, payable at New Delhi.
- Write your name, roll number, contact number and other details as required on the cover page of Assignment Booklet.
- **Write your name and roll number on top of every page of the assignment.**
- For your record you may keep a photocopy of your Assignments.
- Please go through your programme guide carefully for further details.

BCIBF (Distance Mode)

Third Year

Course Title: Principles of Marketing

Course Code: BCIBF-301

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

1. What do you mean by market segmentation? Why and how are markets segmented?
2. Explain the product life cycle in detail. How do marketing strategies change as a product moves through various stages of the life cycle?
3. What do you understand by the 'price' of a product? Explain various pricing strategies with suitable examples.
4. What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution.
5. What is physical distribution? Explain the components of physical distribution.

BCIBF (Distance Mode)

Third Year

Course Title: International Marketing

Course Code: BCIBF-302

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

- 1-Discuss the concept, nature and importance of international marketing.
- 2- What are the important aspects of international marketing identification? Explain
- 3- Discuss the international pricing process and methods.
- 4-State some of the major problems confronting an international advertiser.
- 5- Write short note on any two of the following:
 - a) International distribution channels
 - b) Exim Policy
 - c) Selection of Foreign Sales Agent
 - d) Market selection

BCIBF (Distance Mode)

Third Year

Course Title: International Business Environment

Course Code: BCIBF-303

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

1. Briefly discuss the nature and theories of International Trade.
2. Examine current trends and issues in international trade.
3. Discuss the parameter of regional economic integration
4. Discuss the functions of International Monetary Fund (IMF).
5. Write short note on any two of the following:
 - a) SAARC
 - b) NAFTA
 - c) ASEAN
 - d) WTO

BCIBF (Distance Mode)

Third Year

Course Title: India's Foreign Trade Policy

Course Code: BCIBF-304

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

1. Discuss the trends and developments in India's foreign trade since independence.
2. What is FEMA? Discuss the important Provisions/Rule/Regulations of FEMA.
3. What is meant by Export Promotion? Describe the role of Export Promotion Councils in promoting exports in India.
4. Discuss how EXIM Bank and ECGC contribute to the growth of India's exports?
5. Write short notes on any two of the following
 - (a) Commodity boards
 - (b) State Trading corporation (SPC)
 - (c) India and World trade

BCIBF (Distance Mode)

Third Year

Course Title: Export-Import Procedures and Documentation	Course Code: BCIBF-305
Session: 2020-21	Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

- 1- Trade Documentation is referred as soul of international trade transactions? Discuss.
- 2- What are the salient features of a Business Contract that an exporter should keep in mind while comprehending the legal issues in International Business Contract?
- 3- What are the perils covered under Cargo insurance?
- 4- Discuss the significance and role of quality control measures in export import business?
- 5- Write short note on any two of the following
 - a- Registration of an export firm
 - b- Procedures for pre and post shipment finance
 - c- Pre-shipment inspection

BCIBF (Distance Mode)

Third Year

Course Title: International Finance

Course Code: BCIBF-306

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

- 1- Describe what happened at the 1944 Bretton Woods conference. Are the monetary principles established by the Bretton Woods conference still in effect today?
- 2- Explain the law governing the foreign exchange markets in India?
- 3- What is international and multinational banking? Define its conceptual framework.
- 4- What do you mean by direct foreign investments? What are the advantages of direct investment over the portfolio investments?
- 5- Write short note on any two of the following
 - a. World financial market
 - b. India's investment in foreign countries
 - c. World bank

BCIBF (Distance Mode)

Third Year

Course Title: Human Resource Management

Course Code: BCIBF-307

Session: 2020-21

Max. Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

- 1-What are the emerging issues in human resource management? Discuss with examples.
2. Illustrate the need and importance of human resource development.
3. Discuss the objectives, process, and methods of performance appraisal.
4. How to handle employee grievance effectively?
5. Write short note on **any two** of the following:
 - a-Industrial democracy
 - b-Discipline
 - c-Recruitment and selection
 - d-Wage and salary administration