

STUDENT ASSIGNMENTS
(SESSION 2018-19)
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 assignments booklet are to be submitted by hand or through post to the Study Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar 2018-19 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).
- For assignments submitted after dates mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per Assignment will be payable to CDOL through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- 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 and other details as required on the cover page of **Assignment Booklet**.
- **For your record you may keep a photocopy of your assignment.**
- **Please go through your Programme Guide carefully.**

BCIBF/BIBF Final Year

**Course Title – Principles of Marketing
Session – 2018-19**

**Course Code – BCIBF/BIBF -301
Maximum Marks - 30**

Note: Attempt any three questions. All questions carry equal marks.

1. What is marketing environment? Explain its main dimensions.
2. What do you understand by consumer behavior? Discuss factors influencing consumer behavior.
3. What is meant by product life cycle? Explain its concept with example.
4. Differentiate between any two of the following;
 - a) Consumer Product and Industrial Product
 - b) Selling and Marketing
 - c) Advertising and Publicity
5. Write short notes on any two of the following;
 - a) Market segmentation.
 - b) Physical Distribution.
 - c) Pricing of a new product.
 - d) Branding.

**Course Title- International Marketing
Session- 2018-19**

**Course Code: BCIBF/ BIBF-302
Maximum Marks- 30**

Note: Attempt any three questions. All questions carry equal marks.

1. What do you mean by international marketing? Explain briefly the importance of international marketing.
2. What are the important aspects of international marketing identification? Explain
3. What are the merits and demerits of different modes of entering in to a foreign market?
Discuss
4. State some of the major problems confronting an international advertiser.
5. Write short note on any two of the following:
 - a) Trade Fairs and Exhibitions.
 - b) Exim Policy
 - c) Selection of Foreign Sales Agent

d) Issues in International Marketing

Course Title – International Business Environment
Session – 2018-19

Course Code – BCIBF/BIBF -303
Maximum Marks - 30

Note: Attempt any three questions. All questions carry equal marks.

- 1 What are the advantage and disadvantage of internationalization of business?
- 2 Explain the various types of tariff barriers.
- 3 Discuss the parameter of regional economic integration.
- 4 Explain the importance of regulatory institution in international trade.
- 5 Write short notes on any two of the following.
 - (a) FDI
 - (b) IMF
 - (c) GATT
 - (d) Anti-dumping policies.

Course Title – India’s Foreign Trade Policy
Session – 2018-19

Course Code – BCIBF/BIBF 304
Maximum Marks - 30

Note: Attempt any three questions. All questions carry equal marks.

1. What are the regulations that have governed India’s foreign trade since independence? Explain
2. 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 facilitate exporters and importers in India and abroad.
5. Write short notes on any two of the following;
 - (a) Letter of credit.
 - (b) State Trading corporation (SPC)
 - (c) Free trade agreement.
 - (d) EPCG scheme.

Course Title–Export Import Procedures and Documentation
Session – 2018-19

Course Code BCIBF/BIBF-305
Maximum Marks - 30

Note: Attempt any three questions. All questions carry equal marks.

1. What are the registration formalities one has to complete in order to start an Export Import firm? Discuss step by step?

2. What are the various methods of realizing the payments in international trade transactions? Explain the process of letter of credit in payment realization?
3. What are duty drawbacks? What are other benefits that an exporter gets from government of India after making exports?
4. Differentiate between the followings?
 - a. Cargo Risks and Credit Risks
 - b. Pre-Shipment & Post-Shipment Export Finance
 - c. Sight Draft & Time Draft
5. Write short notes on any two of the followings?
 - a. Foreign Exchange Regulations and Formalities
 - b. Procedure for Preshipment Inspection
 - c. Formation of International Business Contracts

Course Title – International Finance
Session – 2018-19

Course Code – BCIBF/BIBF- 306
Maximum Marks - 30

Note: Attempt any three questions. All questions carry equal marks.

1. What do you understand by International Monetary System? Why is it needed?
2. What do you understand by Purchasing Power Parity (PPP)? Does PPP predict the exchange rate accurately? Justify your answer.
3. Briefly explain the various exchange rate arrangements practiced in the world? Explain the system of exchange rate management adopted by India?
4. Distinguish between the following;
 - a. Forward rate and Forward Market
 - b. Credit risk and currency risk
 - c. Foreign Direct Investment and Portfolio Investment
5. Write short note on any two of the following;
 - a. LIBOR
 - b. Eurocurrency Loans
 - c. Participants in the Foreign Exchange Market

Note: Attempt any three questions. All questions carry equal marks.

1. Explain in detail the importance of Human Resource Management in an industrial enterprise.
2. What are the different types of interviews for selection? Explain any five with example.
3. Describe the various measures to improve industrial relation.
4. Describe the main causes of labour turnover.
5. Write short notes on any two of the following;
 - (i) Human Resource Development
 - (ii) Recruitment
 - (iii) Reward Management
 - (iv) Succession Planning