

STUDENT ASSIGNMENTS
BCIBF Part-III (DISTANCE MODE)
(SESSION 2024-25)

CENTRE FOR DISTANCE AND ONLINE EDUCATION
JAMIA MILLIA ISLAMIA
NEW DELHI – 110025

**STUDENT ASSIGNMENTS
(SESSION 2024-25)**

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 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 2020-21 (<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 course assignment will be payable to through 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.**
- Contact your Learner Support Centre/ Programme Coordinator to collect evaluated Assignments booklet
- **Please go through your Programme Guide carefully for further details.**

Course Title: Principles of Marketing

Course Code: BCIBF 301

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Discuss the key components of physical distribution and how they impact business operations. How do companies optimize their physical distribution systems to reduce costs and improve customer satisfaction?
2. "Marketing mix framework takes care of seller's interest and not of buyers". Do you agree? Explain.
3. Explain the stages in the Product Life Cycle. Discuss the significance of Product Life Cycle in the marketing mix and in the product planning and development.
4. Define and differentiate between advertising, publicity, propaganda and personal selling. How do businesses use these methods to create brand loyalty, increase sales, and building long-term customer relationships?
5. Discuss the different pricing strategies used by businesses. How do companies decide on the right pricing strategy for their products?

Course Title: International Marketing

Course Code: BCIBF 302

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Explain the factors affecting international pricing decisions. How do pricing methods and payment terms influence the overall success of a product in foreign markets?
2. Explain what kind of political risks an international marketing firm faces in the international political environment? How can international firm safeguard its interest?
3. What factors influence selection of international distribution channel selection? Highlight the functions performed by various international distribution intermediaries.
4. Explain India's Exim Policy and its impact on our country's foreign trade.
5. "While framing international marketing plan, one must decide whether to follow a standardized marketing approach or multi-domestic approach or a blend of these two approaches." Explain.

Course Title: International Business Environment

Course Code: BCIBF 303

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. ‘Government policies and regulations also motivate internationalization’. Explain.
2. Explain different types of tariff and non-tariff barriers. What are the benefits of protectionism of trade?
3. What is the North America Free Trade Agreement (NAFTA)? What are the current issues of NAFTA.
4. Explain the importance of regulatory institutions in international trade.
5. What are the commonly used anti-dumping measures used internationally these days?

Course Title: India’s Foreign Trade Policy

Course Code: BCIBF 304

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Discuss India’s commodity composition with regard to its export indicating the trend after Covid-19.
2. Discuss the rules of WTO working and its impact on India’s Foreign Trade Policy.
3. What do you understand by ‘Deemed Exports’? Explain the benefits available to deemed exports supplies in India.
4. Describe the performance of SEZs in India since their inception after 2000.
5. Critically analyse the role of globalization in formation of the Indian joint ventures abroad.

Course Title: Export-Import Procedures and Documentation

Course Code: BCIBF 305

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Describe the process of registering an export firm and discuss the various licensing regulations.
2. Discuss the various types of international business contracts.
3. Discuss the foreign exchange regulations in the context of international trade.
4. Explain the steps involved in customs clearance for both export and import cargo.

5. Write a short note on any two:

- a) Role of ECGC
- b) Export Documents
- c) Cargo Insurance

Course Title: International Finance

Course Code: BCIBF 306

Session: 2024-25

Maximum Marks – 30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. What is World Bank? Discuss its various objectives and functions.
2. Define exchange rate. Discuss the factors influencing exchange rates.
3. Explain the concept of international banking and discuss its role in facilitating global trade and investment.
4. Explain the regulatory framework governing foreign investments in India.
5. Write a short note on any two:
 - a) FDI
 - b) IMF
 - c) Eurocurrency markets

Course Title: Human Resource Management

Course Code: BCIBF 307

Session: 2024-25

Maximum Marks – 30

1. What is the meaning of Human Resource Management? How are the functions of human resource management categorized?
2. How has HR helped in reducing work life conflict? Discuss.
3. Define the concept of job analysis. Discuss its components briefly.
4. Define industrial relations. What are the main causes of industrial dispute? Describe the various measures to improve industrial relations.
5. Write short notes on any two of the following:
 - a) Human Resource Planning
 - b) Career Planning
 - c) Difference between Training and Development
 - d) Types of Recruitment