

STUDENT ASSIGNMENTS
BCIBF – Third Year
(SESSION 2022-23)
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 25-11-2023.
- 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 programme are required to submit Rs. 200/- per Assignment to CDOE 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 keep a photocopy of your Assignments.
- Please go through your programme guide carefully for further details.

BCIBF Final Year

Course Title – Principles of Marketing
Session – 2022-23

Course Code – BCIBF -301
Maximum Marks - 30

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

1. What is meant by consumer behaviour? Explain the factor influencing consumer behaviour.
2. Define Consumer Product. Differentiate between consumer and Industrial Product.
3. What do you mean by market segmentation? Why and how are markets segmented?
4. What do you understand by channels of distribution? Explain the factors determining the choice of a suitable channel of distribution.
5. Write short notes on any two of the following.
 - a) Publicity
 - b) Product life cycle
 - c) Market segmentation.
 - d) Branding.

Course Title- International Marketing
Session- 2022-23

Course Code: BCIBF-302
Maximum Marks- 30

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

1. What are the main similarities and differences between International Marketing and Domestic Marketing?
2. Discuss the concept of International Pricing: Pricing process, Pricing Methods, Factor influencing International Price Quotation?
3. Highlight the importance of Product planning for international market?
4. Elaborate the Steps in starting an export business, product Selection, Market Selection, export pricing.
5. Write a short note on the following:
 - a. Export finance
 - b. International distribution channels
6. Discuss the Export Policy and Practices in India?
7. Write a short note on
 - a) International Marketing Entry mode Decisions
 - b) International Market Identification Unit

Course Title – International Business Environment
Session – 2022-23

Course Code – BCIBF -303
Maximum Marks - 30

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

1. Discuss nature, scope and importance of international business environment
2. Explain the theories of international trade
3. What are the different types of foreign investment? List its effect also.
4. Write short notes on :
 - a) SAARC
 - b) NAFTA
5. Describe different types of multinational corporation

Course Title – India’s Foreign Trade Policy
Session – 2022-23

Course Code – BCIBF 304
Maximum Marks - 30

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

- What are the unique foreign policy of India?
2. What are the main factors, which affects the Indian foreign policy?
 3. How does ideology affect a country’s foreign policy?
 4. What are some major factors influencing Indian foreign policy?
 5. What are the key features and potential impacts of the newly announced foreign trade policy 2023?

Course Title–Export Import Procedures and Documentation
Session – 2022-23

Course Code BCIBF-305
Maximum Marks - 30

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

1. What do you understand by Documentary Framework for Exports and Imports?
2. Explain the International Business contracts – types and formation?
3. Discuss the issues and challenges faced in Claiming duty and other incentives.
4. Highlight the importance of uniform customs of Practices (UCP) 500 Unit?
5. Describe Export Import Trade Operations Unit.
6. Critically Explain the concept of Cargo Insurance, role and schemes of ECGC and Commercial banks?
7. Explain the concept of Foreign exchange regulations and formalities

Course Title – International Finance
Session – 2022-23

Course Code – BCIBF- 306
Maximum Marks - 30

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

1. Elaborate term and the historical background of world bank.
 2. Write fifteen difference between international monetary system vs international monetary funds
 3. Write fifteen factors that influence exchange rate fluctuations.
 4. What is euro currency market? Write in detail about the history and types of market.
 5. What are the general regulation of foreign investment in India
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Course Title – Human Resource Management
Session – 2022-23

Course Code – BCIBF 307
Maximum Marks - 30

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

1. Define HRM. Discuss the changing role of HRM in the current scenario.
 2. Differentiate between recruitment and selection?
 3. Discuss any of the four theories of industrial relations.
 4. Write short notes on any two of the following;
 - (i) Human Resource Development
 - (ii) Succession planning
 - (iii) Human resource planning process
 - (iv) Collective bargaining
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