

STUDENT ASSIGNMENTS
(SESSION 2019-20)
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 Learner Support Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar 2019-20 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).
- 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 – 2019-20**

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

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

1. 1 What is meant by the consumer behaviour? Explain the factor influencing consumer behaviour.
2. a) Explain the various regulations of prices.
b) What are the factors that influence pricing?
3. Explain the meaning and functions of channels of distribution.
4. What is market segmentation? What is significance in marketing?
5. Write short notes on any two of the following;
 - a) Total System Approach.
 - b) Product Life Cycle.
 - c) Pricing of New Product.
 - d) Publicity.

**Course Title- International Marketing
Session- 2019-20**

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

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

1. Explain the scope, nature and importance of international marketing.
2. Explain the “Dimensions of Social Responsibility “of a business..
3. What are the factors influencing the setting of International Promotion-Mix? Elucidate.
4. What is export finance? Differentiate between export documentations and procedures.
5. Write short note on any two of the following:
 - a) Marketing Intelligence.
 - b) Role of Packaging.
 - c) Personal Selling.
 - d) Market Selection.

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

1. Discuss briefly theories of International Trade.
2. Examine current trends and issues in international trade.
3. Explain the role of Multinational Corporations (MNCs) towards globalization of trade and business.
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

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

1. Critically evaluate the trade between India and its top five trading partners.
2. Explain the major provisions of Foreign Trade Policy 2009-14?
3. Discuss the role of Gem and Jewellery Export Promotion Council in India?
4. What is the current scenario of Indian economy with respect to opening up retail sector for foreign investor?
5. Write short notes on any two of the following;
 - (a) Harmonized System.
 - (b) Duty Drawback Scheme (DBK)
 - (c) Multilateral Trade Assignments.
 - (d) State Trading Corporation (STC) .

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

1. Discuss in brief the process of Special Import Licence and Special Export Licence?
2. What is the process of preparation of International Business Contract?
3. What are the salient features of FEMA?
4. Discuss the procedure filling the supplementary claims for duty drawbacks?
5. Write short notes on any two of the followings?
 - a. Commercial Invoice.
 - b. Credit Risk.
 - c. Documentary Collection.
 - d. Quality Control Chart.

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

1. What is International Financial System! Explain the evolution of International Financial System.
2. What is Foreign Direct Investment? What are the cost and benefits of FDI?
3. What is Euro Equity? What are different strategic issues in issuing Euro Equity?
4. What is exchange rate? How is it determined? Explain with an example.
5. Write short notes on any two of the followings:
 - a. IMF
 - b. Laws related to FDI
 - c. World Bank
 - d. Theory of interest rate parity

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

1. Explain in detail the objectives of Human Resource Management.
2. What are the merits and demerits of external sources of recruitment?
3. What do you understand by wage incentives? Which of the two incentive scheme would you recommend for industry?
4. Describe the various measures to improve industrial relation.
5. Write short notes on any two of the following;
 - (i) HR Audit.
 - (ii) Conflict.
 - (iii) Job Design.