

CENTRE FOR DISTANCE EDUCATION
ACHARYA NAGARJUNA UNIVERSITY :: NAGARJUNA NAGAR – 522 510, A.P., INDIA.

ASSIGNMENT TOPICS FOR P.G. DIPLOMA IN INTERNATIONAL BUSINESS
EXAMINATION, DECEMBER 2009.

DIB 01: PERSPECTIVES OF MANAGEMENT

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Explain the concept, nature and purpose of management.
2. What is Decision making? Explain the steps involved in the process of decision making.
3. Explain the importance of training in an organisation and discuss the principles of training.
4. What is meant by social responsibility of business? Why is it necessary? Explain.
5. Compare and contrast Maslow's theory of motivation with Herzberg's theory.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Define Management. Discuss the universality of management principles.
2. Explain the concept and importance of planning.
3. Explain briefly on the job Executive Development programmes with their merits and limitations.
4. What is meant by directing? Explain its elements.
5. Define control. Explain the modern techniques of control.

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DIB 02: INTERNATIONAL MARKETING

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Explain the scope of International Marketing.
2. Assess the impact of environment on International Marketing.
3. Write a note on latest EXIM policy of India.
4. Discuss FTZs.
5. What is institutional frame work for International Marketing?

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Explain the procedure for Import - Export documentation.
2. Write a note on Advertising and Promotional Management.
3. Explain the International Pricing Policy.
4. Assess the status of International Market Research.
5. Discuss the International Marketing Planning, Co-ordination and control.

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DIB 03: FOREIGN EXCHANGE MANAGEMENT

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. What is Exchange Rate System.
2. Discuss the Nature of Euro — Currency Market.
3. Discuss the factors of affecting a Exchange Rate.
4. Identify the impact of monetary and fiscal policy on foreign exchange rate.
5. Discuss the features of a forward exchange contract.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Explain the advantages and disadvantages of currency swaps?
2. Explain the advantages and disadvantages of full currency convertibility.
3. When devaluation currency is appropriate?
4. Write a note on Management of Foreign Exchange Reserves.
5. What is the role of various documents in imports and exports from India?

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DIB 04: INTERNATIONAL BUSINESS

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Discuss the process of International Business.
2. Explain Ricardo's Comparative Cost Theory of International Trade.
3. What is the role of Strategic Planning in International Business.
4. Identify the pros and cons of a multi-national culture on organization performance.
5. Discuss various performance evaluation methods in multinational company.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. What are the Negotiations in International Business.
2. "Negation is an art". How do you practice it in self regulated economy?
3. Write a note on Multilateral Agreements.
4. Discuss the difficulties in the liberalized Foreign Trade.
5. Discuss the relation between India and WTO.

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DIB 05: INTERNATIONAL FINANCIAL MANAGEMENT

Assignment – I

Answer all the questions:

Maximum: 25 Marks

1. Write briefly about the International Financial Institutions in India.
2. What are the methods of determining exchange rates?
3. What is BOP? Explain the components of BOP in detail.
4. Describe the mechanism of a Foreign exchange market.
5. Discuss the role of Government in foreign exchange regulation and control.

Assignment – II

Answer all the questions:

Maximum: 25 Marks

1. Explain the different types of International Trade Strategies.
2. Explain about various risks associated with Foreign Trade.
3. What factors are considered while taking an International Financing Decision?
4. What are the various sources of financing foreign trade? Explain.
5. Discuss the importance of International receivables management and cash management.