



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MMA/SEM-2/MMA-201/2013  
2013**

**INTRODUCTION TO MANAGEMENT PRACTICES  
INCLUDING RETAILING, INVESTMENT AND THE  
SECURITIES SCENARIO**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) The assessment of the needed resources by the entrepreneur starts with
  - a) an appraisal of the entrepreneur's present resources
  - b) an assessment of economic conditions of the country
  - c) a scanning of friends and family for funds
  - d) a survey of banks and other finance.



- ii) Female entrepreneurs differ from male entrepreneurs in terms of all of the following *except*
- a) Motivation
  - b) Business skills
  - c) Departure point
  - d) Goal orientation.
- iii) Which of the following statements is most correct ?
- a) All else equal, if a bond's yield to maturity increases, its price will fall.
  - b) All else equal, if a bond's yield to maturity increases, its current yield will fall.
  - c) If a bond's yield to maturity exceeds the coupon rate, the bond will sell at a premium over par.
  - d) All of the statements are correct.
  - e) None of these statements is correct.
- iv) What is the process of using financial capital in an effort to create more financial capital in the future called ?
- a) Working capital management
  - b) Capital structure
  - c) Investment
  - d) Capital budgeting.
- v) Which component of the investment process is involved in identifying return requirements and risk tolerance ?
- a) Strategy development
  - b) Investor characteristics
  - c) Strategy monitoring
  - d) Strategy implementation.
- vi) Retailing concept covers 'customer orientation', 'value driven approach', goal orientation and
- a) Relationship retailing
  - b) Coordinated effort
  - c) Size of retailer
  - d) None of these.



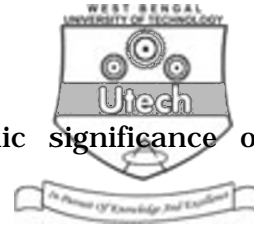
- vii) An evolutionary theory that is based on the premise that retail institutions evolve, is called
- Environmental theory
  - Retail Accordion theory
  - Dialectic process
  - Gravity model.
- viii) Which of the following is *not* a driver of change in retailing ?
- Demographics and industry structure
  - Emphasis on high cost and prices
  - Focus on productivity
  - Emphasis on convenience and services.
- ix) The most essential element(s) of shopping that customers look for is / are
- ambience and convenience
  - increased ability to spend
  - small scale store format
  - localized malls.
- x) A section of a retail unit with a particular type of merchandise is called
- a department
  - a franchisee
  - a category
  - a section.

### GROUP - B

#### ( Short Answer Type Questions )

Answer any *three* of the following.  $3 \times 5 = 15$

2. What is retailing ? How do retailers create value for customers ?  $2 + 3$



3. Discuss the various social and economic significance of retailing.
4. Discuss briefly the four entrepreneurship aspects.
5. “Entrepreneurial competency can discriminate power between entrepreneurs and non-entrepreneurs.” Do you agree or disagree ? Justify your answer.
6. Are speculation and gambling the same ?

### **GROUP – C**

#### **( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. Discuss the elements of managerial competency in entrepreneurship development.
8. What are the functions of NSDL in Indian stock market ?
9. How do the settlement cycle works in BSE, NSE trades in India ?
10. a) Differentiate between organized and unorganized retailings. 4  
b) Discuss the different theories and models of retailing. 8  
c) Discuss the role of Information Technology in Retailing. 3
11. a) Enumerate the various trends in modern retailing, with respect to India. 8  
b) What do you mean by ‘Total Retail Concept’ ? 3  
c) What are some of the major drivers of change in retailing ? Elucidate briefly. 4