



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-2/MMA-201/2011

2011

INTRODUCTION TO MANAGEMENT PRACTICES

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 : $10 \times 1 = 10$
 - i) Which one of the following is not considered as one of the principles of retailing ?
 - a) Customer orientation
 - b) Goal orientation
 - c) Employee relations
 - d) Coordination.
 - ii) Amazon.com and Futurebazaar.com are examples of
 - a) Telemarketing
 - b) Direct selling
 - c) Electronic or internet retailing
 - d) Direct marketing.



- iii) The system would easily emerge as the single largest retail chain existing in India.
- a) petroleum dealership
 - b) public distribution
 - c) “haats” and the “mandis”
 - d) convenience/department stores.
- iv) Vending is an example of retailing.
- a) non-store
 - b) service
 - c) store based
 - d) none of these.
- v) Eligibility for a share to be listed in the National Stock Exchange is that
- a) the paid up capital should not be less than 3 crores
 - b) the paid up capital should not be less than 6 crores
 - c) the market capitalisation should not be less than 5 crores
 - d) the market capitalisation should not be less than 25 crores.
- vi) When the entrepreneur has a clear sense of values and beliefs that underpin the creative and business decisions that he/she makes, the corresponding competency is referred to as
- a) Integrity
 - b) Decisiveness
 - c) Optimism
 - d) People focus.
- vii) A negotiable financial instrument is different from a non-negotiable financial instrument in terms of
- a) Maturity period
 - b) Interest rate
 - c) Transferability
 - d) Face value.

- GROUP – B**

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

- [Turn over



GROUP – C

(Long Answer Type Questions)

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

7. How do common stocks differ from preference stocks ?
“Without adequate information the investor cannot carry out his investment programme.” Elucidate. $5 + 10$
8. a) Define securities. Give a brief account of the different types of securities.
- b) How does NSDL function ? List out the advantages of the depository mode of transaction. $2 + 4 + 5 + 4$
9. a) Differentiate between organized and unorganized retailing. 4
- b) Write down the evolution of retail in India beginning from the traditional format to the emerging ones. 6
- c) State some of the challenges faced by global retailers. 5
10. a) Enumerate the various trends in modern retailing. 8
- b) The retailing concept covers a major area of the retailing strategy. Discuss the concepts briefly. 3
- c) Why are some of the drivers of success there in the retail sector ? 4
11. Describe the evolution of entrepreneurship from economic theory. How far the definition of entrepreneurship differs in classical and neoclassical approach ? $10 + 5$