	Utech
Name:	
Roll No.:	To Opening State Confident
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.

30391 (MMA) [Turn over

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

- 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.



- viii) The price of a security at the beginning of the year was Rs. 120, the price at the end of the year was Rs. 134 and the dividend received was Rs. 24. The return on the security is
 - a) 31.67%
- b) 11.67%

c) 20%

- d) 32%.
- ix) An investment is highly marketable or liquid if
 - a) it can be transacted quickly
 - b) the transaction cost is high
 - c) there is very little demand for the security
 - d) it is an investment in shares only.
- x) developed one of the early theories linking risk with entrepreneurship.
 - a) Andrew Carnegie
- b) Richard Cantillon
- c) Joseph Schumpeter
- d) Henry Ford.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$

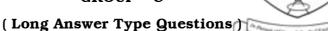
- 2. Explain in brief the main objectives of NSE.
- 3. What is listing? Why do companies get their shares listed on the stock exchange? 2+3
- 4. Discuss the major functions of a retailer.
- 5. What would be the social and economic impact of retail development in India?
- 6. Write down the difference between intrapreneurship and enterpreneurship.

30391 (MMA)

3

[Turn over





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.
 - 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?
- 11. Describe the evolution of entrepreneurship from economic theory. How far the definition of entrepreneurship differs in classical and neoclassical approach?

 10 + 5