



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-2/MMA-202/2011

2011

BUSINESS ENVIRONMENT

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) Registrar to an issue
 - a) Helps in the appointment of lead managers
 - b) Drafts the prospectus
 - c) Recommends the basis of allotment
 - d) Directs the various agencies involved in the issue.
- ii) The underwriter of an issue has to take up
 - a) the fixed portion of the issue capital
 - b) the agreed portion of the unsubscribed part
 - c) the agreed portion or can refuse it
 - d) any part of the issue capital that he desires.



- iii) In private placement
 - a) shares are offered through letter of offer
 - b) shares are offered through prospectus
 - c) shares are offered through underwriters
 - d) shares are offered through investment bankers.
- iv) In a public issue, a retail investor is one who applies for
 - a) a maximum amount of Rs. 1,00,000
 - b) a maximum amount of Rs. 2,00,000
 - c) a minimum lot of 100 shares
 - d) a minimum lot of 200 shares.
- v) Which of the following is not a money market instrument ?
 - a) Treasury bills
 - b) Commercial paper
 - c) National Savings Certificate
 - d) Certificate of deposit.
- vi) A limit order for purchase of shares
 - a) specifies the minimum price which the investor is willing to pay
 - b) specifies the maximum price that the investor is willing to pay
 - c) specifies the minimum quantity that the investor requires
 - d) specifies the maximum quantity that the investor requires.
- vii) green marketing was concerned to help environment problems and provide remedies for environmental problems.
 - a) Environmental
 - b) Sustainable
 - c) Ecological
 - d) Sociological.



viii) Macro environment includes

- | | |
|---------------|-----------------|
| a) customers | b) demographics |
| c) technology | d) culture. |

ix) pumped syrup directly from tank instead of plastic which saved 68 million pound/year.

- | | |
|------------------|-------------------|
| a) Coca-Cola | b) Pepsi |
| c) Both of these | d) None of these. |

x) foods are those foods that are produced, processed and packaged without using chemicals.

- | | |
|---------------------|------------------|
| a) Healthy foods | b) Organic foods |
| c) Artificial foods | d) Tasty foods. |

GROUP – B

(Short Answer Type Questions)

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

2. State the current trend in Indian marketing environment.
3. State the errors in opportunity selection.
4. How does Book Building differ from private placement ?
5. Enumerate the different stages of a retail life cycle.
6. Define the concept of strategic advantage profile.

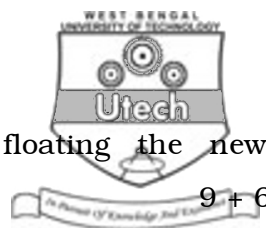
GROUP – C

(Long Answer Type Questions)

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

7. a) Write down the different functions of the lead managers, registrars and underwriters to the issue ?

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- b) Discuss the various methods of floating the new issues. 9 + 6
8. a) Discuss the restrictions placed by SEBI on the investments of Mutual Funds ?
- b) What is Insider trading ? State the steps taken by SEBI to prevent it ? 6 + 4 + 5
9. a) "The face of Indian Consumerism is changing rapidly." Elucidate.
- b) What are some of the key drivers in the growth of retailing in India ?
- c) Explain briefly the various facts that must be considered while choosing a retail location. 3 + 5 + 7
10. How do you define business opportunity ? Discuss the process of business identification and selection. 5 + 10
11. Write notes on any *two* of the following : $2 \times 7 \frac{1}{2}$
- a) SWOT analysis
- b) Green marketing
- c) PEST
- d) Money Market.
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