

Total number of printed pages-3

53 (HU 501) IMEN

2016

**INDUSTRIAL MANAGEMENT
AND ENTREPRENEURSHIP**

Paper : HU 501

Full Marks : 100

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. Answer the following questions : 5×4=20

(a) "Entrepreneurship is all about money and getting rich quickly". Do you agree with this? Justify your answer.

(b) What is Public Company? How it differs from Private Company?

(c) What do you mean by decision making? Explain the decision making process.

Contd.

(d) What is staffing? Establish its relationship with its Human Resource Management.

(e) "CASH are generated through KASH" — Explain.

2. What are the styles of Leadership? Explain the various determinants of personality. How does external factor affect perception?

5+5+10=20

3. Define Management. Explain the significance and general principles of Management.

5+5+10=20

4. How would you differentiate between an ancillary unit and a tiny unit? What measures has the Government taken to solve the problem of finance and marketing in the Small Scale Sector in India?

5+15=20

Or

How is recruitment different from selection? Briefly enumerate the important sources of recruitment. Why are the internal sources of recruitment considered to be more economical?

5+5+10=20

5. What do you mean by Business Opportunity? Explain in detail the various factors which determine the Business opportunity. Distinguish between wholesaling and retailing. 5+10+5=20

Or

Distinguish between Job-satisfaction and Job dis-satisfaction. Explain in detail the various elements of marketing mix.

5+15=20