

Total number of printed pages-3

53 (HU 501) IMEN

2018

**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) Explain the various types of entrepreneur.

(b) 'A happy employee is a productive employee' — Discuss the statement.

(c) What do you mean by START-UP?
What are the facilities available for
START-UP ventures in India?

(d) Write the differences between —
Management and Administration.

(e) Explain the various types of leadership.

Contd.

2. What do you mean by SWOT analysis? Do the SWOT analysis of Reliance – Jio in the context of Indian market. Using SCAMPER technique initiate the process of developing a new bicycle. $5+10+5=20$
3. What do you mean by personality? What are its major determinants? Discuss the scope of OB in the context of organization. $5+5+10=20$
4. Define Management. Explain the General Principles and functions of Management. $5+15=20$

Or

What do you mean by decision making? Explain the decision making process. Discuss the qualities of a good leader. $5+10+5=20$

5. What is Human Resource Management (HRM)? Describe the evolution of HRM in India. What do you mean by the term selection? How does selection differ from requirement? What are the various types of tests involved in the selection process? Explain them briefly. $2+5+3+5+5=20$

Or

What do you mean by Public Limited Company? How can you distinguish Public Limited Company from Private Limited Company? What is Trade Union? Why do workers join a trade union? $10+10=20$