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BMD 171601

Roll No. of candidate

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2019

B.Des. 6th Semester End-Term Examination

**INDUSTRIAL MANAGEMENT AND
ENTREPRENEURSHIP**

(OLD Regulation)

Full Marks – 100

Time – Three hours

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

Answer question No.1 and any SIX from the rest.

1. Answer the following Multiple Choice Questions :
(10 × 1 = 10)

- (i) Who among the following is known as Father of Scientific Management?
- (a) F.W. Taylor
 - (b) Henry Fayol
 - (c) Henry Gantt
 - (d) Lilliam Gilbreth

[Turn over

- (ii) The first management principles were developed by
- F.W. Taylor
 - Charles Handy
 - Henry Fayol
 - Victor Meldrew
- (iii) A public company can start its business operations after getting a
- Certificate of Incorporation
 - Certificate of commencement of business
 - Minimum subscription
 - Permission of the Controller of Capital Issue
- (iv) Appointment of Company Secretary is made by
- Promoters
 - Board of Directors
 - Debenture holders
 - Government
- (v) ASDM stands for
- Assam Students Development Movement
 - Assam Skill Development Mission
 - Assam State Department Mission
 - None of the above
- (vi) Managerial Planning is a
- Middle level function
 - Lower level function
 - Top level function
 - All level function

- (vii) The minimum and maximum number of members in a private company is
- 2 and 50
 - 2 and 30
 - 2 and 20
 - 2 and 10

(viii) Which of the following committees is associated with reforms in small industries?

- K. L. Rekhi Committee
- R. Chelliah Committee
- Abid Hussain Committee
- None of the above

(ix) An entrepreneur's primary motivation for starting a business is

- To make money
- To be independent
- To be famous
- To be powerful

(x) SIBR stands for

- Small Business Information Research
- Small Business Innovation Research
- Small Business Intelligent Research
- Small Business Inventory Research

- Define Management. (5)
 - Explain the principles of Scientific Management. (10)
- Write the concept of leadership. (5)
 - Discuss the various styles of leadership with suitable diagram. (10)

4. (a) What do you mean by Start up? (4)
(b) What are the qualities required to become an Entrepreneur? Explain. (5)
(c) Write a short note on Marketing Mix. (6)
5. (a) What do you mean by OB? (4)
(b) Explain the various external factors which help the formation of perception. (4)
(c) Using SCAMPER techniques initiate the process of developing new SBI BUDDY apps. (7)
6. (a) What do you mean by the term 'Human Resource Management'? (5)
(b) Describe the evolution and status of HRM in India. (10)
7. (a) Bring out the factors that influence the process of recruitment. (5)
(b) Distinguish between different methods of recruitment. (6)
(c) Which method, in your opinion will be more suitable to recruit a higher post like production manager? (4)
8. (a) Define the term trade union. (3)
(b) Specify the reasons that motivate workers to join a union. (5)
(c) Discuss the importance of collective bargaining. (7)
9. Distinguish the following : (3 × 5 = 15)
 - (a) Recruitment and Selection
 - (b) Innovative and Imitating Entrepreneur
 - (c) Management and Administration