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53 (HU 501) IMEN

2019

**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) What are the qualities required to become an entrepreneur? Explain.
  - (b) What do you mean by start-up? What are the facilities available for start-up ventures in India?
  - (c) Explain the functions of Management.
  - (d) What is Private Limited Company? How does it differ from Public Limited Company?

Contd.

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

2. What do you mean by SWOT analysis? Do the SWOT analysis of Patanjali is in the context of Indian market? Using the SCAMPER technique, identify the range of new opportunities that may lie in the mobile application level. 5+10+5=20

3. What do you mean by EDP? Discuss the scope of OB in the context of organisation. 5+15=20

4. Write the concept of Management. Discuss the general principles of Management. 5+15=20

**Or**

Define Leadership and explain the styles of Leadership. Discuss the Decision-making process in Management. 10+10=20

5. Define Micro, Small and Medium Enterprises. Briefly enumerate the various steps involved in Setting up of a Small Scale Industry in India. 10+10=20

**Or**

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

