

Total number of printed pages-3

53 (HU 501) IMEN

2017

**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) Write a short note on various types of entrepreneurs.
 - (b) "A happy employee is a productive employee"— Explain.
 - (c) Write *five* distinctions between management and administration.
 - (d) What is staffing ? Establish its relationship with human resource management.

Contd.

(e) What do you mean by leadership ?
Explain the various styles of leadership.

2. Distinguish between job-satisfaction and job dis-satisfaction. Explain the various determinants of personality. How does external factors affect perception ?

5+10+5=20

3. Define Management. Explain the various functions and principles of Management.

5+5+10=20

4. Explain the concept of creativity. What are the skills required to become an entrepreneur ? Explain.

5+15=20

Or

Explain the various types of risk in business. What are the major factors affecting identification of business opportunity ? Discuss.

5+15=20

5. Explain the role of small scale industry in India. What measures has the Government taken to solve the problem of finance and marketing the small scale sector in India ?

10+10=20

Or

Write the concept of joint-stock company and its advantages. Explain in details the various elements of marketing mix.

10+10=20
