

Total number of printed pages-3

53 (HU 501) IMEN

2017

**INDUSTRIAL MANAGEMENT &
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 do you mean by START-UP ?
What are the facilities available for
START-UP ventures in India ?
 - (b) Write the distinctions between
Management and Administration.
 - (c) Write a short note on 'Marketing-Mix'.
 - (d) What is Private limited company ? How
does it differ from Public limited
company ?

Contd.

- (e) What is SCAMPER technique ? Using the SCAMPER technique, identify the range of new opportunities that may lie in the mobile application level.
2. What do you mean by EDP ? What are the skills required to become an entrepreneur ? Explain. Establish the relationship between innovation and creativity. $5+10+5=20$
 3. What do you mean by Personality ? What are its major determinants ? Discuss the various styles of conflict management. $5+5+10=20$
 4. What do you mean by Leadership ? What are the qualities required for a good leader ? Explain the various styles of leadership. $5+5+10=20$

Or

- Define Management. Explain the scientific principles and the various functions of management. $5+5+10=20$
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 is Human Resource Management (HRM) ? Discuss the scope of it. Briefly outline the evolution of HRM in India. Identify the challenges of today's human resource managers currently face. 5+5+5+5=20
