

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) What do you mean by SWOT analysis ?
Why SWOT analysis is important for
organisation ?
- (b) "A happy employee is a productive
employee" — Discuss this statement.
- (c) What is Public Company ? How it differs
from Private Company ?

Contd.

(d) What is Staffing? Establish its relationship with its Human Resource Management.

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

2. What do you mean by Personality? What are its major determinants? How does external factor affect perception?

5+5+10=20

3. What do you mean by EDP? What are the skills required to become an entrepreneur? Explain. Establish the relationship between growth of business and implementation of marketing mix tools.

5+10+5=20

4. Define Management. Explain the scientific principles and the various functions of Management.

5+5+10=20

Or

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

5. Write the concept of Joint stock company and its advantages. Discuss the basic problems of small scale industries in India.

10+10=20

Or

What do you mean by Business Opportunity? Explain in detail the various factors which determine the Business Opportunity. What are the facilities available for START-UP ventures in India?

5+10+5=20