

Total number of printed pages-3

53 (HU 501) IMNE

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 : 4×5=20
  - (a) What do you mean by Innovation in terms of entrepreneurship?
  - (b) Write the distinction between Management and Administration.
  - (c) Distinguish between job description and job specification.
  - (d) What is SCAMPER technique? Using the SCAMPER technique, identify the range of new opportunities that may lie in developing new bicycle.

*Contd.*

(e) What do you mean by START-UP?  
What are the facilities available for  
START-UP ventures in India?

2. "Entrepreneurship refers to a work  
completed with new vision" — Explain. What  
are the qualities required to become an  
entrepreneur? Explain. 5+15=20

3. What do you mean by Personality? What  
are its major determinants? Explain in  
detail, the various elements of marketing  
mix. 5+5+10=20

4. Define Management. Discuss the functions  
and principles of Scientific Management.  
5+8+7=20

Or

What is Human Resource Management  
(HRM)? Describe the evolution and  
development of HRM in India. Explain briefly  
the various functions of Human Resource  
Management (HRM). 5+7+8=20

5. Define Leadership and explain the styles of  
Leadership. Discuss the Decision-Making  
Process in Management. 10+10=20

53 (HU 501) IMNE/G 2

Or

How does recruitment differ from selection?  
Discuss briefly the needs for scientific  
selection. Suggest the measures to  
strengthen the Trade Union movement in  
India. Mention some of the privileges of a  
private company over a public company.  
5+5+5+5=20

\_\_\_\_\_



53 (HU 501) IMNE/G 3