

Total number of printed pages—3



2021

**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) CASH are generated through KASH — Explain.
 - (b) Distinguish between Innovating and Imitating Entrepreneur.
 - (c) How does working in office *vs* working from home affect productivity, innovation, culture and engagement?

Contd.

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- (d) Distinguish between job description and job specification.
- (e) Distinguish between Management and Administration.
2. What do you mean by Organisational Behaviour (OB) ? What are the key elements of Organisational Behaviour ? Explain in details, the various types of personality.
5+5+10=20
3. Define Management. Explain the general principles of Management. Why is SWOT analysis important for an organisation ?
5+10+5=20
4. What do you mean by EDP ? Explain the various styles of leadership and the process of decision-making.
5+10+5=20

Or

- “Modern Marketing approach is very much essential for start-up” — Explain. Discuss the various elements of Marketing mix.
5+15=20
5. What is Human Resource Management (HRM) ? Describe the evaluation and development of HRM in India. Explain the various functions of Human Resource Management (HRM).
5+10+5=20

Or

Define recruitment. Bring out the various external factors that influence the process of recruitment. Write a note on recent Trade Union activities in India. 5+10+5=20

