

Total No. of printed pages = 3

19/5th Sem/UHSS501



2021

**INDUSTRIAL MANAGEMENT  
AND ENTREPRENEURSHIP**

Full Marks –100

Time –Three hours

The figures in the margin indicate full marks  
for the questions.

Answer the following questions as directed.

1. Answer the following questions :  $4 \times 5 = 20$ 
  - (a) Why SWOT analysis is important for an Organization ?
  - (b) “The Entrepreneur is the actor and Enterprise is the act”—Elucidate this statement.
  - (c) Explain the Decision Making Process.

[Turn over

(d) Write the differences between recruitment and selection.

(e) Write a short note on Marketing Mix.

2. What is Organizational Behaviour ? Discuss the scope of Organizational Behaviour. Explain in details how can various external factors help in formation of perception.  $5+5+10=20$

3. Define the term Management. Discuss the various functions of management under the catch word "POSDCORB". Explain any four principles of Management as described by Henry Fayol.  $5+10+5=20$

4. What do you mean by Leadership ? What are the qualities of a good leader ? Explain the styles of Leadership.  $5+5+10=20$

Or

What do you mean by Small Scale Industry ? Explain the roles of Small Scale Industry in India. Point out the various supportive schemes of Government of India for small scale industrial sector.  $5+10+5=20$

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(2)



5. Discuss the evolution of HRM in India. How does a Public Company differ from Private Company ? Explain. 10+10=20

Or

Distinguish between Innovation and Creativity. What are the qualities required to become an entrepreneur ? Explain. 5+15=20

