

Total number of printed pages: Programme(UG)/Semester5th/Paper Code-UHSS501

2022

Industrial Management & Entrepreneurship

Full Marks: 100

Time: Three hours

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

Answer any five questions.

1. a) Explain the significance and nature of Management. 3+3=6
b) Discuss the general principles of management. 14
- OR
- a) Define Management. Explain the various functions of management. 3+7=10
b) Write down the differences between management and administration. 5
c) Differentiate between authority and responsibility. 5
2. a) Write the concept of leadership. What are the qualities needed to be a successful leader? Explain. 3+5=8
b) Discuss the styles of leadership with suitable diagrams. 8
c) Write down the major differences between leader and manager. 4
3. a) What do you mean by recruitment? Distinguish between recruitment and selection. 2+4=6
b) Explain the internal and external factors affecting the process of recruitment. 6
c) Discuss the internal and external sources of recruitment process. 8
4. a) Define decision making. Discuss the steps involved in decision making process. 2+8=10
b) What do you mean by SWOT analysis? Explain how to conduct SWOT analysis taking an example of any business organisation. 4+6=10
- OR
- What do you mean by the term Human Resource Management? Discuss elaborately the evolution of HRM in India. 5+15=20

5. a) What is Trade Union? Explain the objectives and functions of Trade Union. 2+3+5 =10
 b) What do you mean by Marketing Mix? Explain in detail the various elements of Marketing Mix. 2+8=10

OR

- a) Define Joint Stock Company? What are the salient features of a company? Discuss them elaborately. 4+8=12
 b) Make out the differences between public limited company and private limited company. 8
6. a) Distinguish between innovation and creativity. 3
 b) Mention the qualities required to be an entrepreneur. 5
 c) Distinguish between Innovating, Imitating, Fabian and Drone entrepreneurs. 12

OR

- a) Distinguish between inventor and innovator. 5
 b) Clearly depict the relationship among entrepreneur, entrepreneurship and enterprise. 5
 c) What do you know about Entrepreneurship Development programme (EDP)? Discuss the role of any two flagship programmes initiated by Govt of India in promoting EDP in the recent past. 5+5=10
7. a) What do you mean by Perception? Discuss in details both the internal and external factors as determinants of perception. 3+7=10
 b) What is personality? Explain in detail the various types of personality. 3+7=10

OR

- a) What do you know about the term 'Organisational Behaviour' (OB)? Discuss the nature and scope of OB. 4+5+5=14
 b) What are the various elements affecting the functioning of OB? Discuss them elaborately. 6

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