

*Total number of printed pages:2 Programme:UG/Semester: 5th/Paper Code: UHSS501*

**2023**

**SUBJECT NAME: INDUSTRIAL MANAGEMENT AND  
ENTREPRENEURSHIP**

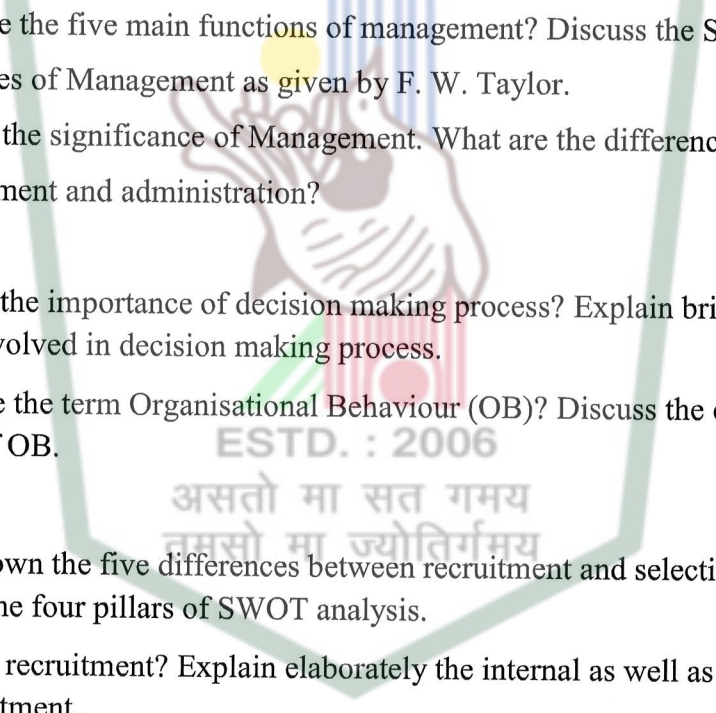
*Full Marks: 100*

**Time: Three hours**

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

*Answer any five questions.*

Central Institute Of Technology  
Kokrajhar :: Bodoland

- 
1. a) What are the five main functions of management? Discuss the Scientific Principles of Management as given by F. W. Taylor. 5+5  
b) Explain the significance of Management. What are the differences between management and administration? 5+5
2. a) What is the importance of decision making process? Explain briefly the various steps involved in decision making process. 5+5  
b) Describe the term Organisational Behaviour (OB)? Discuss the elements and scope of OB. 2+8
3. a) Write down the five differences between recruitment and selection. Explain briefly the four pillars of SWOT analysis. 5+5  
b) What is recruitment? Explain elaborately the internal as well as external sources of recruitment. 2+8
4. a) What do you mean by the term personality? Discuss the various determinants of personality? 5+5  
b) What do you mean by the term 'Marketing Mix'? Enunciate your views on the various elements of Marketing Mix. 4+6

5. a) State the salient features of the Joint Stock Company. Point out the differences between public limited company and private limited company. 5+5
- b) Mention the major differences between leader and manager. Discuss the various styles of leadership with diagrams. 5+5
6. a) "Entrepreneurship is the phenomenon associated with entrepreneurial activity." Elaborate the significance of this statement. What do you know about Entrepreneurial Development Programme? 5+5
- b) Define MSME. Discuss the role of the Small Scale Sector in developing Indian economy. 5+5
7. a) Write a short note on start-up India, a flagship programme launched by Government of India in recent past. 10
- b) Explain the various types of entrepreneurs with examples. 10

