

Total number of printed pages: 01

Programme (UG) Semester 5th / UHSS 501

2024

SUBJECT NAME: Industrial Management and Entrepreneurship

Full Marks: 100

Time: Three hours

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

1. Answer the following questions : 4 X 5 = 20

- (a) Explain in details the various types of entrepreneurs.
- (b) Discuss the scope of OB.
- (c) Write the distinction between Management and Administration.
- (d) Write the distinction between recruitment and selection process.

2. Write a short note on Entrepreneurship Development Programme. What are the qualities required to become an entrepreneur? Explain. 5 + 15 = 20

3. What do you mean by personality? What are the determinants of personality? Explain the various methods of conflict management. 5 + 5 + 10 = 20

4. Write the concept of Leadership. Explain the styles of Leadership with a suitable diagram. What are the qualities required to become a good leader. 5 + 10 + 5 = 20

Or

What do you mean by recruitment? Discuss the methods and the internal sources of recruitment process.

4 + 8 + 8 = 20

5. Explain the functions of Management. Discuss the scientific principles of Management.

10+10 = 20

Or

What do you mean by perception? Discuss the various elements of Marketing Mix.

5 + 15 = 20
