

Total number of printed pages:

Programme( Degree)/Semester 7<sup>th</sup> / UHSS 701

2022

**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 : 5 X 4 = 20

(a) Explain in details the various types of entrepreneurs.

(b) CASH are generated through the KASH – Explain.

(c) What are the key elements Organizational Behaviour.

(d) Write the distinction between Management and Administration.

(e) A happy employee is a productive employee – Explain.

2. Distinguish between Innovation and Creativity. 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 in details the various types of personality. 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? Explain the internal and external sources of recruitment process. 4 + 8 + 8 = 20

5. Define Management. Discuss the general principles of Management. 5 + 15 = 20

Or

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

5 + 15 = 20

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