

Total number of printed pages:01

Programme (UG)/Semester 7th/ UHSS701

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 the following Questions

1. Answer the following Questions: 4X5 = 20
- (a) A Happy Employee is a Productive Employee – Explain.
- (b) Distinguish between Innovating entrepreneurs and Imitating entrepreneurs.
- (c) Write a short note on Creativity?
- (d) What are the various factors affecting Business Opportunity? Explain.
- (e) Write the differences between Recruitment and Selection.
2. What are the Key Elements of OB? Discuss the scope of OB. How personality Develop? Explain. 5 +5+10 =20
3. What is conflict management? Explain the various elements of Marketing Mix. 5 + 15 =20
4. Define Trade Union. Explain the Functions of Trade Union. Discuss the Problems of Small Scale Industries in India. 5 + 10 + 5 = 20
- Or
- What do you mean by EDP? What are the prime qualities required to become an entrepreneur? Explain. 5 + 15 = 20
5. Define Management? Discuss the functions of Management. Explain the Styles of Leadership with a suitable diagram. 5+ 10+5 = 20
- Or
- Define Recruitment. Explain the external factors affecting recruitment process. Discuss the various characteristics of Joint Stock Company. 5+10+5 =20
