

**Total number of printed pages: 01**

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

**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) Distinguish between Innovative and Imitating entrepreneurs.
- (b) State and explain the concept of Start-ups.
- (c) Write the distinction between Management and Administration.
- (d) Explain the significance of Management.

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 factors affecting the recruitment process. 4 + 8 + 8 = 20

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

Or

What are the key elements of Organizational Behaviour? Discuss the various elements of Marketing Mix.

5 + 15 = 20

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