



Name :

Roll No. :

Invigilator's Signature :

CS/B.Sc.(H),BT/SEM-6/EME-602/2012

2012

**ELEMENTS OF MANAGEMENT AND
INTRODUCTION TO ENTREPRENEURSHIP**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Marketing Mix is considered synonymous with "Four P's" which stand for
 - a) Profit, People, Product and Price.
 - b) Product, Patency, Profit and Price.
 - c) Profit, Public Relations, Price and Productivity
 - d) Product, Price, Promotion and Place.
- ii) BPO stands for
 - a) Basic Product Outlet
 - b) Business Production Office
 - c) Business Process Outsourcing
 - d) Business Plan Outline.

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[Turn over



- vii) Basic forms of ownership are
- a) Sole Proprietorship and Entrepreneurship
 - b) Sole Proprietorship and Partnership
 - c) Sole Proprietorship, Corporation and Cooperatives
 - d) Self Employment, Sole Proprietorship and Entrepreneurship.
- viii) Three types of Business Process are
- a) Planning, Organising and Implementing
 - b) Management, Operational and Supporting
 - c) Operating, Implementing and Monitoring
 - d) None of these.
- ix) Companies Act was enacted in the year
- a) 1965
 - b) 1958
 - c) 1968
 - d) 1956.
- x) Customer focussed on
- a) TQM
 - b) ISO
 - c) BSI
 - d) ISI.
- xi) The third stage of PLC is
- a) Growth
 - b) Maturity
 - c) Saturation
 - d) None of these.
- xii) By doing what, the management creates will to work force ?
- a) Leading
 - b) Motivating
 - c) Communicating
 - d) Controlling.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Describe Pyramid of Entrepreneurship Levels.
3. What are the Principles of Management ?
4. What are the distinctions between Self Employment and Entrepreneurship ?
5. Draw a schematic diagram of an organisation and the interdependence of all its factors.
6. Distinguish between TQM and ISO.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What are the different stages of the life cycle of a product and what are the characteristics of each stage ?
8. What are the advantages and disadvantages of Incorporated and Unincorporated Business ?
9. Describe Maslow's and Hertzberg Theory of Motivation and mention their differences.
10. What are the advantages and limitations of sole proprietorship ?
11. What is the difference between small and large scale entrepreneurship ? Discuss some important qualities of entrepreneur. $10 + 5$