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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)

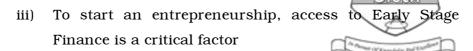
1. Choose the correct alternatives for any *ten* of the following :

 $10\times1=10$

- 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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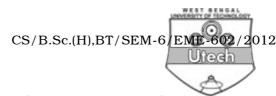
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a) always

- b) mostly
- c) occasionally
- d) never.
- iv) Strategic Planning in Small Business refers to setting of
 - a) Long Term Business Goal only
 - b) Short Term Business Goal only
 - c) Long Term and Short Term Business Goals
 - d) Long Term Business Goal and development as well as implementation of Formal Plan to achieve the goal
 - e) Development as well as monitoring of formal plan.
- v) In a Franchise Arrangement, the proprietor of Intellectual Property Right is
 - a) Franchisor
- b) Franchisee
- c) both of these
- d) none of these.
- vi) An Entrepreneural Development Programme (EDP) consists of
 - a) five phases
 - b) four phases
 - c) three phases
 - d) two phases.
 - e) none of these.

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- 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.

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(Short Answer Type Questions)

Answer any three of the following.



- 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

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