



Name :

Roll No. :

Invigilator's Signature :

CS/B.Sc. (H), BT/SEM-6/EME-602/2011

2011

**ELEMENTS OF MANAGEMENT & 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.*

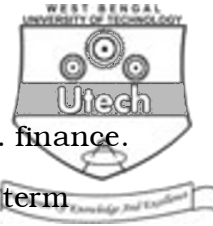
GROUP – A

(Multiple Choice Type Questions)

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

10 × 1 = 10

- i) Leadership is a process of influence on a
 - a) Group
 - b) Team
 - c) Both (a) and (b)
 - d) None of these.
- ii) Advertisement is the term planning.
 - a) short
 - b) long
 - c) middle
 - d) none of these.
- iii) 'Customer satisfaction' is the vital work of
 - a) Selling
 - b) Marketing
 - c) Advertising
 - d) All of these.



- iv) "Factoring" is an example of finance.
- a) Short term b) Middle term
c) Long term d) None of these.
- v) The Companies Act, 1965 was enacted in the year
- a) 1965 b) 1958
c) 1968 d) 1956.
- vi) Sales promotion is in nature.
- a) Long-term b) Middle term
c) Short term d) None of these.
- vii) 'Definitely customer focused' is the feature of
- a) TQM b) ISO
c) TQI d) ISL.
- viii) The second step of PLC is
- a) Period b) Maturity
c) Growth d) None of these.
- ix) Which is not the part of "Marketing Mix" ?
- a) Period b) Price
c) Product d) Place.
- x) 'Motivation' came from the latin word
- a) Move b) Moving
c) Mover d) None of these.
- xi) The book 'The Practice of Management' is written by
- a) Robbins b) F. Luthans
c) R. S. Daver d) None of them.



GROUP – B

(Short Answer Type Questions)

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

2. What is the difference between Marketing & Selling ?
3. Explain the importance of organisation structure.
4. Write few advantages of sole proprietorship.
5. Write a note on Partnership firm.
6. Discuss some important features of entrepreneurship.

GROUP – C

(Long Answer Type Questions)

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

7. Define PLC. Explain the various stages of it with a suitable diagram. $3 + 12$
8. Explain the various qualities to be needed for a successful entrepreneur. 15
9. "Planning is very vital instrument of managerial functions." Justify it with suitable examples. 15
10. a) What is the difference between small and large scales of entrepreneurship ?
b) Discuss some important qualities of an entrepreneur. $10 + 5$
11. Define capital structure. What factors do determine the optimum capital structure ? Explain. $5 + 10$