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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

WEST BENGAL

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 :

 $10 \times 1 = 10$

- 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.

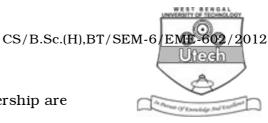
6703

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- iii) To start an entrepreneurship, access to Finance is a critical factor
 - 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.

6703



- 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.

6703

[Turn over

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

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

6703