



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.



- iii) To start an entrepreneurship, access to Early Stage 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 Entrepreneurial Development Programme (EDP) consists of
- a) five phases  
b) four phases  
c) three phases  
d) two phases.  
e) none of these.



- 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.  $10 + 5$