



Name :

Roll No. :

Invigilator's Signature :

CS / B.Sc.(H) / BT / SEM-6 / EME-602 / 2013

2013

**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 questions : $10 \times 1 = 10$

- i) Management ensures
 - a) Proper utilization of resources
 - b) Maximum productivity
 - c) Accomplishment of goals
 - d) All of these.
- ii) Leadership is
 - a) a group effort
 - b) imposed by the management
 - c) an individual ability
 - d) none of these.



- iii) Organizing is a way of
 - a) Division of tasks
 - b) Delegation of authority and responsibility
 - c) Creation of accountability
 - d) All of these.
- iv) Partnership Act was introduced in India in
 - a) 1956
 - b) 1947
 - c) 1907
 - d) 1932.
- v) Directing involves
 - a) Planning, organizing and staffing
 - b) Communication, leadership and motivation
 - c) Motivation, communication and controlling
 - d) None of these.
- vi) Establishment of Standards, Measurement of performance, Appraisal of performance and Correction of deviations are the essential steps of
 - a) Management
 - b) Administration
 - c) Controlling
 - d) Directing.
- vii) A process which ensures dispersal of authority within the structure of an organisation is known as
 - a) Departmentalization
 - b) Delegation
 - c) Centralisation
 - d) Decentralisation.
- viii) Co-existence of functional manager and project-wise manager generates the form of
 - a) Formal organisation
 - b) Informal organisation
 - c) Line organisation
 - d) None of these.



- ix) Exchange, Physical custody and Facilitating are the functions of
- Market
 - Selling
 - Marketing
 - Marketing and selling both.
- x) Promotional-mix includes
- Advertising and publicity
 - Publicity and packaging
 - Packaging and personal selling
 - Advertising, publicity, packaging and personal selling.
- xi) Innovation is an outcome of
- Attitude
 - Personality
 - Cool temperament
 - Creativity.
- xii) A company may be of private and public on the basis of
- Control
 - Liability
 - Ownership
 - Number of members.

GROUP – B

(Short Answer Type Questions)

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

- How should you define the concept of 'Universality of Management' ?
- Explain how leadership and motivation are interrelated with each other.
- Draw a distinction between marketing and selling.
- Mention the characteristics of a partnership firm.
- Define the importance of creativity in entrepreneurship development.



GROUP – C

(Long Answer Type Questions)

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

7. a) What is entrepreneurship ?
b) Discuss the role of entrepreneurship in India. $3 + 12$
8. a) What are the different stages of Product Life Cycle (PLC) ?
b) Discuss PLC strategies in detail.
c) Comment on the drawbacks of this approach. $3 + 9 + 3$
9. a) Define leadership.
b) Discuss the Managerial Grid of leadership styles.
c) Discuss Hershey and Blanchard's contingency model of leadership style. $2 + 6 + 7$
10. a) What are the different types of plans in an organization ?
b) Briefly describe the steps of planning process. $6 + 9$
11. Write short notes on the following : 3×5
a) Two-factor theory of Herzberg.
b) Theory X and Theory Y.
c) Entrepreneurial traits.
-