

5th Sem. COMMON 2020(W)

Th1- Entrepreneurship and Management & Smart Technology

Full Marks: 80

Time- 3 Hrs

Answer the questions as per the instruction.
Figures in the right hand margin indicates marks

1. Answer **All** questions 2 x 10
 - a. Write the full form of NABARD.
 - b. Enlist at least four characteristics of an entrepreneur.
 - c. Why should an entrepreneur prepare the project himself?
 - d. Define financial management.
 - e. Distinguish between debit and credit.
 - f. Define market.
 - g. Why does an organization need advertisement?
 - h. Differentiate a manager with a leader.
 - i. Define IoT.
 - j. Define IPR (Intellectual Property Right).

2. Answer **Any Six** Questions 5 x 6
 - a. Differentiate entrepreneur with manager.
 - b. What are the factors to be taken into account to select a technology for an enterprise?
 - c. Write the objectives of financial management.
 - d. Write the different functions of marketing.
 - e. Briefly discuss different types advertising media.
 - f. Briefly explain the functions of HRM.
 - g. Briefly discuss the smart transportation system, the advantages and

- disadvantages related to it.
- h. Explain the Maslow's theory of motivation.

3 Answer any three questions

10x3

- a. Briefly explain different barriers in entrepreneurship.
- b. How do you select a business opportunity? Explain different components (at least five) related to business opportunity.
- c. What is PPR (Preliminary Project Report)? Briefly explain the structure of PPR.
- d. Explain the five functions of management briefly.
- e. Briefly explain the general recruitment process in an organization.
- f. Briefly explain different types of budgets.