

5TH SEM./ COMMON TO ALL/ 2023(W) NEW

Th-1 Entrepreneurship and Management & Smart Technology

Full Marks: 80

Time- 3 Hrs

Answer any Five Questions including Q No.1 & 2
Figures in the right hand margin indicates marks

1. Answer **All** questions 2 x 10
 - a. What is entrepreneurship?
 - b. What is start up ?
 - c. What is project appraisal?
 - d. List the components of project cost.
 - e. Define management.
 - f. Write the need of inventory management.
 - g. List two barriers in business communication.
 - h. Write two methods of maintaining relations with subordinates.
 - i. What is trademark? Write two advantages of having trade marks.
 - j. What is smart technology?

2. Answer **Any Six** Questions 6 x 5
 - a. Explain in brief the qualities of entrepreneur.
 - b. What is Maslow theory of motivation. Explain.
 - c. Explain SSI, Ancillary unit and Tiny units.
 - d. Write a note on staffing as a function of management.
 - e. Explain ABC Analysis (selective inventory control), a model of inventory managements.
 - f. Write the components of IOT.
 - g. Explain different styles of leadership.
 - h. Write five points in payment of wages act.

3. Explain the assessment of demand and supply in potential area of growth. 10
4. Write the important functions of management. 10
5. Explain TQM concept Quality Policy, Quality Management and quality system. 10
6. Explain the concept of 4Ps in marketing management. 10
7. Explain the application of IOT in smart healthcare and smart agriculture. 10

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| 1. | Answer All questions | 2 x 10 |
| a. | List any five entrepreneurial support agency. | 2 |
| b. | What is a preliminary project report? | 2 |
| c. | Write the importance of technology in product selection. | 2 |
| d. | What is 'controlling' in management? | 2 |
| e. | What do you mean by break even point? | 2 |
| f. | What are different types of communication? | 2 |
| g. | What do you mean by internet of things? | 2 |
| h. | What is personal protective equipment(PPE)? | 2 |
| i. | Define entrepreneurship. | 2 |
| j. | Write the difference between patents and copyrights ? | 2 |
| 2. | Answer Any Six Questions | 5X6 |
| a. | What is a startup? Give an example of a successful startup. Explain how it is different from traditional enterprises. | 5 |
| b. | What are the characteristics of an entrepreneur ? | 5 |
| c. | Explain different styles of leadership. | 5 |
| d. | Explain the concept of 4P's in marketing management. | 5 |
| e. | What is Maslow theory of motivation ? | 5 |
| f. | Write the components of IOT. | 5 |
| g. | Write the features of Payment of Wages Act 1936. | 5 |
| h. | What are the criteria for final product selection. | 5 |
| 3. | Explain sole proprietorship form of business. Write its advantages and disadvantages. | 10 |
| 4. | Explain the role of science and technology parks. | 10 |
| 5. | Write the functions of financial management. | 10 |
| 6. | Explain the relationship between peers, superiors and subordinates. | 10 |
| 7. | Explain in details the functions of management. | 10 |
| 8. | Explain the application of IOT in smart healthcare and smart agriculture. | 10 |