

5th Sem. COMMON 2020(W) NEW

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.

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Answer any five Questions including Q No.1& 2
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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