

**Total Pages—3 V—Sem/Ele/Mech/Auto/E & TC/
Chem/Mett/CER/Biotech/
Mechatronics/Text /2015(W)**

(2)

ENTREPRENEURSHIP AND MANAGEMENT

(Code : HMT - 601)

Full Marks : 70

Time : 3 hours

Answer any five questions

Figures in the right-hand margin indicate marks

- 1. (a) Define Business. 2
- (b) Distinguished between management and administration. 5
- (c) Discuss the functions of management. 7
- 2. (a) What is Entrepreneurship? 2
- (b) Explain the qualities of an Entrepreneur. 5
- (c) Discuss the contents of a project report. 7

- 3. (a) What is Accounting? 2
- (b) Discuss the element of costs. 5
- (c) Prepare final account with imaginary figure. 7
- 4. (a) What is financial management? 2
- (b) Discuss the finance functions. 5
- (c) Discuss the components of working capital. 7
- 5. (a) What is Recruitment? 2
- (b) Discuss the selection methods. 5
- (c) Discuss the methods of training. 7
- 6. (a) What is marketing? 2
- (b) Discuss the pricing methods. 5
- (c) Discuss the media of advertising. 7
- 7. (a) What is industrial sickness? 2

(Turn Over)

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(Continued)

(3)

- (b) Discuss the causes of industrial sickness. 5
- (c) Discuss the duties and power of Factory Inspector. 7
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