

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