

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. 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