2012

Time: 3 hours

Full Marks: 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

Answer any four questions:  \( 15 \times 4 = 60 \)

1. What is the function of an entrepreneur? What is the difference between Manager and Entrepreneur?

2. What is a scientific plant layout? Distinguish between product oriented layout and process oriented layout?

3. Unemployment is disgrace to Nation. Discuss the reasons and solution.

CW – 12/3  (Turn over)
4. What do you understand by Resource Management? What are its impacts?

5. Define Sales Promotion. What are its objectives?

6. What do you understand by capital management and resource management?

7. What is the difference between progress and development? Which is important?

8. Write short notes on any three the following:
   (a) Fixed Cost
   (b) Variable Cost
   (c) Marketing Mix
   (d) Mixed Economy
   (e) GDP
   (f) Scientific Plant

   Group – B

   Answer all questions.

9. Select the correct answer of the following:
   
   \[2 \times 10 = 20\]

   (a) Employees of an organisation is:
      (i) Entrepreneur

   CW – 12/3 \hspace{1cm} (2) \hspace{1cm} Contd.
(ii) Entrepreneur
(iii) Both (i) and (ii)
(iv) None of these

(b) Profit is the reward of:
(i) Labour
(ii) Management
(iii) Risk
(iv) None of these

(c) External factor affecting the entrepreneur:
(i) Government
(ii) Competitors
(iii) Customers
(iv) All of these

(d) Break-even point is the:
(i) Minimum requirement for production
(ii) Production is shut down after this stage
(iii) Both (i) and (ii)
(iv) None of these

CW – 12/3 (3) (Turn over)
(e) Which one of the following is not a network analysis?
   (i) PERT
   (ii) CPM
   (iii) LOB
   (iv) None of these

(f) Entrepreneur must have quality of:
   (i) Leadership
   (ii) Scientific venture
   (iii) Both (i) and (ii)
   (iv) None of these

(g) SIDBI was set up in:
   (i) 1985
   (ii) 1994
   (iii) 1989
   (iv) 1982

(h) Successful entrepreneur must possess the quality of:
   (i) Leadership

CW - 12/3  (4) Contd.
(ii) Control
(iii) Innovation
(iv) All of these

(i) Who is the Promoter?
(i) Investor of the company
(ii) Manager of the company
(iii) Entrepreneur
(iv) None of these

(j) Indicator of Development is:
(i) Per capita income
(ii) NNP
(iii) GDP
(iv) All of these

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CW - 12/3 (100) (5) BJMC(II) / S2 / 12