

2021

COMMUNICATIVE ENGLISH — MAJOR

Paper : CC-13

Full Marks : 65

The figures in the margin indicate full marks.

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

1. Answer **any three** questions out of five : 6×3
 - (a) Discuss the concept of Entrepreneurship. How does a nation's economy benefit through entrepreneurial activities?
 - (b) Why is Quality Control important in small business?
 - (c) Discuss the Psychological and Sociological factors responsible for the growth and development of entrepreneurship.
 - (d) Write about the significance of Stress Management – positive reinforcement in entrepreneurship.
 - (e) Write a short note on status of Worldwide entrepreneurship.
2. Short notes (answer **any four** out of six) : 4×4
 - (a) Leadership
 - (b) Problem Solving
 - (c) Training
 - (d) Labour Relations
 - (e) Choice of Technology and Plant equipment
 - (f) Human Resource Management.
3. Answer **any three** questions out of five : 5×3
 - (a) What is Capital? Why does the entrepreneur require working capital?
 - (b) What is Cash Flow Statement? Why is it important to an enterprise?
 - (c) "Budgeting – a statement of expectation" — explain your views.
 - (d) Enumerate the various sources of finance which are required to support working capital.
 - (e) Discuss the need and significance of an organisation.

Please Turn Over

4. Short notes (Answer *any four* out of six)

4×4

- (a) Define Marketing
 - (b) Trade Credit
 - (c) Venture Capital
 - (d) Feasibility Study
 - (e) Define selection and distinguish between Recruitment and Selection
 - (f) SWOT Analysis.
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