

C98 & A-25)

SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (Honours) (ITM) (4 Years) (SEM-II) EXAMINATION 2018
Saturday, 31st March 2018
2:00 p. m to 4:00 p.m.
UM02CBBI01
Practices of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

- Q1 Clarify the following concepts in detail: (15)**
 1. Market
 2. Marketing
 3. Marketing Management
- OR**
- Q1 Clarify the following concepts in detail: (15)**
 1. Price
 2. Promotion
 3. Physical distribution
- Q2 What is human resource management? Discuss the functions of HRM with the help of a figure. (15)**
- OR**
- Q2 Explain the various organization chart of human resource management with required figures. (15)**
- Q3 Define financial management. Explain in detail objectives and functions of financial management. (15)**
- OR**
- Q3 Define financial management. Explain in detail responsibilities of financial manager. (15)**
- Q4 Describe the importance of materials management with the help an example. (15)**
- OR**
- Q4 Write a note on: (15)**
 1. Function or role of IT manager
 2. Role of IT department