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SARDAR PATEL UNIVERSITY
BBA (GENERAL) EXAMINATION
SEMESTER - II
WEDNESDAY, 08TH APRIL, 2015
02:30 P.M. TO 04:30 P.M.
UM02CBBA01
PRACTICES OF MANAGEMENT

- Note: 1. Figures to the right indicate marks of the questions.**
2. Answers should be precise and to the point.

Q.1. Define Market, Marketing and Marketing Management. Explain [15]
functions of marketing with examples.

OR

Q.1. (A) Write a note on: Role of Marketing manager. [08]

(B) Define Marketing mix. Explain components of Marketing mix in [07]
detail.

Q.2. What is Human Resource Management? Explain objectives [15]
and philosophy of Human Resource Management.

OR

Q.2. Discuss scope and functions of Human Resource Management. [15]

Q.3. Define the term Finance and Accounting. Discuss the functions [15]
of finance and accounting department.

OR

Q.3. Explain the role of finance and account manager in detail. [15]

Q.4. Clarify the meaning of production management and material [15]
management. Discuss functions of production management.

OR

Q.4. What is Information technology? Write a note on role of IT [15]
department with example.
