

[29]

SARDAR PATEL UNIVERSITY
BBA (IB) Semester - II
Subject: Practices of Management
Code: UM02CBBB01 / UM02CBBF01

Date : 08/04/2015

Time: 2:30 p.m. To 4:30 p.m.

Day : Wednesday

Marks: 60

Note: Figures to the right indicates full marks.

Q.1 Explain the concept of Market, Marketing and Marketing Management. (15)

OR

Q.1 Discuss - Marketing Mix (4P's Concept) (15)

Q.2 Define the term Human Resource Management. Explain functions of human Resource Management in detail. (15)

OR

Q.2 Explain the concept of Human Resource Management? Mention its characteristics, objectives and scope towards the organization. (15)

Q.3 (a) What is Financial Management? Explain its functions in detail. (10)
 (b) Give a brief idea about the information needed by accounting department. (05)

OR

Q.3 (a) Explain the meaning and objectives of Accounting. (10)
 (b) Discuss the roles of Financial Manager. (05)

Q.4 What is Material Management? Explain its importance in detail. (15)

OR

Q.4 (A) Explain the terms: Production, Operation and Manufacturing. (07)
 (B) Define the term Information Technology. Explain its role towards the organization. (08)