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SARDAR PATEL UNIVERSITY
F.Y.BBA (Honours) (ITM) (SEM-II) EXAMINATION 2015
Wednesday, 8th April 2015
2:30 p. m to 4:30 p.m.
UM02CBB101
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 (15)**
 with the help of a figure.
 OR
- Q2 Explain the various organization chart of human resource management (15)**
 with required figures.
- Q3 Define financial management. Explain in detail objectives and functions (15)**
 of financial management.
 OR
- Q3 Define financial management. Explain in detail responsibilities of (15)**
 financial manager.
- Q4 Describe the importance of materials management with the help an (15)**
 example.
 OR
- Q4 Write a note on: (15)**
 1. Function or role of IT manager
 2. Role of IT department

BEST OF LUCK