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SARDAR PATEL UNIVERSITY

BBA (ISM) – II SEMESTER (CBCS) (Regular)

Wednesday, 08th April, 2015

Time: - 02.30 P. M. TO 04.30 P.M.

Subject Code: - UMO2CBBS01

Subject Title: - Practices of Management

Total Marks: - 60

- Q.1 (A) What is Market, Marketing & Marketing Management? (05)
 (B) Explain in detail Marketing Mix with suitable Examples. (10)
- OR
- Q.1 (A) Discuss in brief marketing as a function of Business. (08)
 (B) Discuss in detail role of marketing manager in a business. (07)
- Q.2 What is HRM? Discuss in brief Scope & objectives of HRM. (15)
- OR
- Q.2 Discuss in brief functions of HRM in this 21st century. (15)
- Q.3 What is Finance? Discuss in detail role of finance & accounting Manager. (15)
- OR
- Q.3 Discuss in brief functions of financial manager in business. (15)
- Q.4 What is materials management? Discuss in detail importance of materials management. (15)
- OR
- Q.4 Discuss in brief Role of IT department & function of IT manager. (15)