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SEAT No. \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**  
**F.Y.BBA (General) (SEM-II) EXAMINATION 2018**  
**Friday, 31<sup>st</sup> March 2018**  
**2:00 p. m to 4:00 p.m.**  
**UM02CBBA01**  
**Practices of Management**

**TOTAL MARKS: 60**

**Q. 1. Clarify the concept of marketing and explain the functions of marketing. (15)**

**OR**

**Q. 1. Write a note on: (15)**

- 1. The product concept**
- 2. The price concept**
- 3. The promotion concept**

**Q. 2. What is human resource management? Discuss the characteristics of human resource management. (15)**

**OR**

**Q. 2. Discuss the functions of human resource management with the help of a figure. (15)**

**Q. 3. Define Financial Management. Explain in detail functions of financial manager. (15)**

**OR**

**Q. 3. Define Financial Management. Explain in detail Roles and Responsibilities of financial manager. (15)**

**Q. 4. Discuss the functions of production management and explain the importance of materials management. (15)**

**OR**

**Q. 4. Write a note on: (15)**

- 1. Role of Information Technology (IT)**
- 2. Functions of Information Technology (IT) department/manager**

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