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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY, V.V.NAGAR

B.B.A.(INTERNATIONAL BUSINESS) SEMESTER-II

SUBJECT: PRACTICES OF MANAGEMENT (UM02CBBB01)

Date: 31-03-2018, Saturday

Time: 02:00p.m to 04:00p.m

Total Marks: 60

- Q-1 (a) Give the concept of Market Marketing and Marketing Management. 08
- (b) Discuss the role of Marketing Manager. 07
- OR**
- Q-1 What is Marketing Mix? Give brief introduction about its elements. 15
- Q-2 What is HRM? Explain the Evolution and philosophy of HRM. 15
- OR**
- Q-2 Explain with diagram about organizational structure of the HR department. 15
- Q-3 What is Accounting? Discuss its objectives and Functions. 15
- OR**
- Q-3 Explain the Role of Finance Manager and Give the Functions of Finance. 15
- Q-4 (a) State the meaning and Importance of Material management 08
- (b) Write a note on Production management 07
- OR**
- Q-4 (a) What is Information Technology? Explain role of IT department. 08
- (b) Discuss various IT application in different department. 07