

(97)

SEAT No. _____

No. of printed pages: 01

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SARDAR PATEL UNIVERSITY
F.Y.BBA (Honours) (ITM) (SEM-II) EXAMINATION 2018
5~~th~~ day, 31st March 2018
2:00 p. m to 4:00 p.m.
UM02CBB104
Practices of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

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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