

(96)

SEAT No. _____

No. of printed pages - 01

SARDAR PATEL UNIVERSITY

BBA-ISM Examination

SEMESTER-II

Saturday, 31st March, 2018.

02.00 P.M TO 04.00 P.M

UMO2CBBS01

Practices of Management

TOTAL Marks: - 60

Q.1 What is marketing? Discuss in detail about 4Ps of Marketing mix . (15)

OR

Q.1 What is marketing management? Discuss in detail functions of Marketing Management. (15)

Q.2 What is HRM? Discuss in detail objectives & Philosophy of Human Resource Management. (15)

OR

Q.2 Discuss in detail scope & Functions of Human Resource Management (15)

Q.3 What is Accounting? Discuss in detail role & functions of account manager. (15)

OR

Q.3 What is Finance? Discuss in detail role & Functions of finance manager. (15)

Q.4 What is Materials management? Discuss in detail importance of materials Management. (15)

OR

Q.4 (A) What is Production? Discuss in detail functions of production management. dept. (08)

(B) Discuss in detail function of IT Manager. (07)