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SARDAR PATEL UNIVERSITY

FY BBA (FT) EXAMINATION

Second Semester

Friday, 22nd April, 2011

4:00pm to 6:00 pm

BBA [UM-02-CBB-F01]: Practices of Management

Maximum Marks: 60

Note: "Answer of all the questions (including multiple choice questions) should be written in the provided answer book only"

According to marks weighted mention relevant contain.

Q-1 (A) Select Suitable Answer

5 Marks

1.is the persuasive communication about the product by the offer to the prospect.
 - a. Product
 - b. Price
 - c. Promotion
 - d. Place
2.means anything that can be offered to a market to attention and consumption to satisfy customer's need, wants and demand.
 - a. Product
 - b. Price
 - c. Promotion
 - d. Place
3. According to Mc Carthy, " Marketing Mix tools are of.....
 - a. 4 Ps
 - b. 6 Ps
 - c. 9 Ps
 - d. 2 Ps
4.is a place where buyer and seller meet.
 - a. Marketing
 - b. Market
 - c. Shop
 - d. None of the above
5.as the art and science of choosing target markets and getting, keeping and growing customer through creating, delivery & communicating superior customer value.
 - a. Marketing Management
 - b. Financial Management
 - c. Production Management
 - d. Human Resource Management

Q.1 (B) Explain 4 P's in depth.

10 Marks

OR

Q.1 (A) Select suitable answer

5 Marks

- 1 begins with customer and ends with consumers.
 - a. Marketing
 - b. Human Resources
 - c. Production
 - d. Finance
2. In marketing.....indicates routes through which good & services flow from producer to consumer.
 - a. Credit Terms
 - b. Sales Promotion
 - c. Channels of distribution
 - d. Public Relations
3. Marketing refers to the.....
 - a. Sales of Product
 - b. Exchange of Goods
 - c. Goods Distribution
 - d. All of the Above
4. Marketing and selling are.....
 - a. Equal
 - b. Different
 - c. Less than selling
 - d. None of the Above
5.comprise both buying and selling activities.
 - a. Marketing
 - b. Human Resources
 - c. Production
 - d. Finance

Q.1 (B) Explain Marketing Management and its Function.

10 Marks

Q.2 (A) Select Suitable Answer

5 Marks

1. Which one of the following does not include under the function of HRM?
 - a. Planning
 - b. organizing
 - c. Recruitment
 - d. Profitability
2. is the management of employee's skills, knowledge, ability, talents, aptitudes etc.
 - a. Marketing
 - b. Human resources
 - c. Finance
 - d. Production
3.are the most valuable assets of a company and key to success of the business.
 - a. Marketing
 - b. Human resources
 - c. Finance
 - d. Production
4. Compensation management consist.....
 - a. Job Evaluation
 - b. Wages & salary
 - c. Fringe Benefits
 - d. All of the Above
5.resources refer to the qualitative & quantitative aspects of employees loosing in an organization.

- a. Natural
- b. Capital
- c. Human
- d. None of the Above

Q.2 (B) Explain Human Resource Management and its objectives. 10 Marks

OR

Q.2 (A) Select Suitable Answer 5 Marks

1.is the modern philosophy of personnel management.
 - a. Finance Management
 - b. Production Management
 - c. Human Resource management
 - d. Marketing Management
2. Evolution of term HRM emerged during.....
 - a. 1980's
 - b. 1920's
 - c. 1970's
 - d. 1960's
3. Si a process of making the efficient and effective use of human resources so that the set goals are achieved.
 - a. Marketing Management
 - b. Financial Management
 - c. Production Management
 - d. Human Resource Management
4. Which one of the following includes under the function of HRM?
 - a. Recruitment
 - b. Selection
 - c. Both a and b
 - d. Neither a and b
5. Training and Development is a function of
 - a. Marketing Management
 - b. Financial Management
 - c. Production Management
 - d. Human Resource Management

Q.2 (B) Explain Function and Scope of HRM. 10 Marks

Q.3 (A) Match A and B 5 Marks

Name of Function	Role of Function
1. Investment Decision	a. Decision of allocation of Capital
2. Financing Decision	b. Proportion of Debt and Equity
3. Dividend Decision	c. Distribute all Profit, or Retain it
4. Liquidity Decision	d. Proposition of Current Assets and Fixed Assets
5. Financial Management	e. Planning and Controlling of the firm's financial Resources.

Q.3 (B) Explain Financial Management and its Function. 10 Marks

OR

Fill in the blanks

5 Marks

_____ is concerned mainly with such matters as how a business corporation raises its finance and how it makes use of it.

_____ is related to keeping information regarding the transaction of the business so that the financial statement can be prepared periodically and the assets & liabilities of the company can be accounted for?

Planning of funds, Raising of funds, Allocation and control of funds are main function of _____.

_____ and _____ are main objectives of financial management.

_____ deals with procurement and utilization of funds and with supply of funds to all sections of the enterprise or firm.

Explain financial management and its objectives.

10 Marks

Following sentences are True/False

5 Marks

Production is the process by which, raw material and other inputs are converted into finished products.

Operations management is more frequently used where various inputs are transformed into intangible services.

Improving volume of production is a main function of production management.

Reducing wastage is not a function of production management.

Material management means planning, acquisition, conversion, flow and distribution of production material from the raw material to the finished product.

Describe Production Management and its Function.

10 Marks

OR

Following sentences are True/False

5 Marks

High inventory turnover is a main function of material management.

Data collection is a main function of Information Technology.

Data Conversion is not a function of Information Technology.

Maintain data record is a main function of Production manager.

Favorable supplier relation is a main function for IT Manager.

Explain Role and Function of IT manager.

10 Marks

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