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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.

