

lib

[98]

No. of printed pages : 2

SARDAR PATEL UNIVERSITY
FY BBA (II SEM.) (CBCS) EXAMINATION
2011

Monday, 25th April
4.00 pm to 6.00 pm

UM02CBBS03: PRACTICES OF MANAGEMENT

Total Marks: 60

Q.1

- (A) Define marketing and enumerate the functions of marketing. [10]
- (B) Indicate whether the following statements are 'True' or 'False': [05]
 - (a) The word 'market' is derived from the latin word 'Maracatus'.
 - (b) The concept of Marketing lays emphasis on the satisfaction of the needs of customers.
 - (c) The life of a product is unlimited.
 - (d) James Cullition has coined the term marketing mix.
 - (e) Channels of distribution is known as 'place' in marketing mix.

OR

Q.1

- (A) Define Marketing Mix and explain its components. [10]
- (B) Fill in the blanks: [05]
 - (a) _____ is a part of marketing. (Selling / Accounting)
 - (b) Market management is _____ oriented. (buyer's / seller's)
 - (c) The word 'channel' has its origin to the _____ word. (Latin/ Franch)
 - (d) The pricing policy should be _____. (Flexible / Rigid)
 - (e) Personal selling is a part of _____ mix. (product/ promotion)

Q.2

- (A) What is HRM? Discuss in detail scope and objectives of HRM. [10]
- (B) Fill in the blanks. [05]
 - (a) The process of searching required human resource in known as _____ (selection / recruitment)
 - (b) _____ means assigning suitable jobs to the selected candidates. (Placement/ Promotion)
 - (c) Deployment of _____ resource is different to master. (Capital / Human)
 - (d) The focus of HRM revolves around _____. (Machine/ Men)
 - (e) HRM aims to maximize employees as well as organisational _____. (Economy/ effctiveness)

OR

Q.2

- (A) Discuss the Evolution of HRM. Explain the functions of HRM. [10]
- (B) State whether the following statements are 'True' or 'False': [05]
 - (a) Human resource management is future oriented.
 - (b) Quality-oriented organisation primary concern centers around Human Resources.
 - (c) Management function arises as a result of abundance of capital.
 - (d) HRM is primarily concerned with dimensions of people.
 - (e) Wide range of abilities and attributes possessed by people are called as Human resources.

