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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.

Q.3

- (A) Explain the meaning of Financial Management. What are its objectives? [10]
Explain its functions.
- (B) Fill in the blanks: [05]
- (a) The traditional treatment of financial management places too much emphasis on _____. (Corporation / Business)
- (b) Knowledge of _____ is necessary to an understanding of the financial environment. (economics / Arthmatics)
- (c) Basic objective of financial management is maximisation of shareholders' _____. (profit / wealth)
- (d) Investment decision involves investment in fixed and _____ assets. (current / core)
- (e) Dividend decision means dividend to _____. (shareholders/ stockholders)

OR

Q.3

- (A) In what way do you think the role of a Finance manager has undergone a change in the recent past? [10]
- (B) State whether the following statements are 'True' or 'False': [05]
- (a) Traditional approach restricted the scope of financial management to arrangement of funds.
- (b) A finance manager's concern must be to maintain liquidity rather than profitability.
- (c) Financial management helps in profit planning for the organisation.
- (d) Financial management handles merely routine day-to-day matters.
- (e) Financial management is something of which accounting is a part.

Q.4

- (A) Define operations management and describe the functions of it. [10]
- (B) Fill in the blanks: [05]
- (a) All operations add _____ to the objects. (value / price)
- (b) Manufacturing means production of only _____ goods. (intangible / tangible)
- (c) Alternation refers to the change in from of _____. (inputs / outputs)
- (d) _____ is noted for his contributions to assembly line operations. (Henry Ford / Taylor)
- (e) _____ has made possible information access gigabit speeds. (IT / BPO)

OR

Q.4

- (A) What is Information Technology? Narrate the functions of IT manager. [10]
- (B) State whether the following statements are 'True' or 'False': [05]
- (a) Operations management is applicable to manufacturing and service sectors.
- (b) Management of inputs has the greatest potential to increase productivity.
- (c) Productivity can be improved by increasing inputs while holding outputs steady.
- (d) Information technology is the acquisition, processing, storage and dissemination of vocal, pictorial, textual and numerical information by microelectronics-based combination of computing and telecommunications.
- (e) IT professionals perform a variety of functions ranging from installing applications to designing complex computer networks and information databases.
