

SARDAR PATEL UNIVERSITY
F. Y. BBA. (FT) (II SEM.) (CBCS) EXAMINATION
Friday, 13th April 2012
11.00 am - 1.00 pm
UM02CBBF01 - Practice of Management

Total Marks: 60

Note: Figures to the right indicate full marks.

Q.1

- (a) Explain the terms of Market and Marketing. Give the important role of Marketing Manager. [08]
 (b) What is Product and Price in terms of Marketing Department? [07]

OR

Q.1

- (a) State the meaning of Distribution Channel and explain the Number of Channel Levels. [08]
 (b) What is Sales Promotion? Explain any four promotion tools. [07]

Q.2 Define Human Resource Management and what are the functions of HRM. [15]

OR

Q.2

- (a) Explain Organisation of H. R. Department with the help of diagrams. [10]
 (b) Discuss the Scope of HRM. [05]

Q.3

- (a) What is Finance? Explain the functions of Finance. [08]
 (b) What are the Role of Finance Manager? [07]

OR

Q.3

- (a) Give the meaning and objective of Accounting. [07]
 (b) What are the information needed by Accounts Department? [08]

Q.4

- (a) Explain the Role of Information Technology. [08]
 (b) State the meaning of Production Management and Operation Management. [07]

OR

Q.4 What is Material Management? Discuss the important of its. [15]
