

**SARDAR PATEL UNIVERSITY**  
**F.Y.BBA. (REGULAR) UNDER CBCS (II SEMESTER) EXAMINATION**  
**2012**  
**Friday, 13<sup>th</sup> April**  
**11.00 a.m. to 1.00 p.m.**  
**VM02CBBA01 : PRACTICE OF MANAGEMENT**

**Total Marks: 60**

**Note :** Figures to the right indicate full marks.

- Q.1 What is marketing? [15]  
 Discuss the nature and functions of marketing.  
**OR**
- Q.1 What is Marketing Management? [15]  
 Explain the Concepts of Product and Promotion with reference to modern marketing.
- Q.2 What are the objectives that Human Resource Management Seeks to achieve in an organization? [15]  
**OR**
- Q.2 What is Human Resource Management? [15]  
 Discuss the various functions of Human Resource Management.
- Q.3 Define the term "Finance". [15]  
 Explain the various objectives of financial management.:  
**OR**
- Q.3 What is financial Management? [15]  
 Discuss its functions.
- Q.4 What is Production Management? [15]  
 Discuss the nature and functions of Production Management.  
**OR**
- Q.4 Write short notes **(Any Two)** [15]  
 (a) Importance of materials management  
 (b) Functions of I.T Manager  
 (c) Role of Information Technology

