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**SARDAR PATEL UNIVERSITY**  
**BBA (II Semester) Examination**  
**Wednesday, 19 February 2014**  
**2.30 - 4.30 pm**  
**UM02CBBA01 - Practices of Management**

**Total Marks: 60**

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

Q.1

(A) Explain the Concept of Market, Marketing and Marketing Management. (06)

(B) Describe the Role of Marketing Manager. (09)

**OR**

Q.1 Explain four P's in Marketing Management. (15)

Q.2

(a) Explain the meaning and objectives of Human Resource Management. (06)

(b) Describe the Scope of Human Resource Management. (09)

**OR**

Q.2 Discuss the Functions of Human Resource Management. (15)

Q.3

(a) What is Financial Management ?  
Explain the objectives of financial Management. (06)

(b) Describe the Role of Finance Manager. (09)

**OR**

Q.3 Explain the managerial functions and routine functions of Financial Management. (15)

Q.4 What do you mean by Production Management ?  
Discuss the functions of Production Management. (15)

**OR**

Q.4

(a) Explain the meaning and importance of Materials Management. (07)

(b) Discuss in brief the functions of IT Manager. (08)

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