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(19)

SARDAR PATEL UNIVERSITY

F.Y.B.B.A (FT) EXAMINATION, II SEM

Wednesday, 19 February 2014

2.30 - 4.30 pm

PRACTICES OF MANAGEMENT

UM02CBBF01

Total marks: 60

Q-1 (a)	Explain the terms of Market, Marketing, & Marketing Management in detail	8
(b)	What is promotion? Give the basic tools of sales promotion	7
	OR	
Q-1 (a)	What is Product and Price? Give the classification of its shortly	8
(b)	What is Distribution Channel? Draw various levels of distribution channels	7
Q-2	Stat meaning of HRM. Give the Functions of HRM	15
	OR	
Q-2 (a)	Discuss the philosophy of HRM	8
(b)	Explain the Organisation of HR department	7
Q-3(a)	What is Finance? Explain the functions of Finance	10
(b)	Explain the role of Accounting manager	5
	OR	
Q-3(a)	Discuss the role of financial manager	10
(b)	Explain the objectives of Accounting	5
Q-4 (a)	What is material management? Explain in detail importance of its	8
(b)	Stat the meaning of Production and operation	7
	OR	
Q-4 (a)	What is Information Technology? Give the Role of IT department	15

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