

(18) **SARDAR PATEL UNIVERSITY**

FYBBA-ITM IInd Semester Examination

Wednesday, 19 February 2014, 2.30 - 4.30 pm

Subject/Course Code: UM02CBBI-01

Subject/ Course Title: Practices of Management

Note: Figures to the right indicate full marks

Total Marks: 60

Q.1 Explain Marketing as a function of business in details. Which types of information be needed by marketing department (15)

OR

Q.1 A) Explain the Product & Price (08)

B) Write a brief note on Role of Marketing Manager (07)

Q.2 Clarify the Objectives and Philosophy of HRM. (15)

OR

Q.2 Write brief notes: (15)

1) Scope of HRM

2) Function of HRM

Q.3 State the objectives and functions of Finance and Accounting Department (15)

OR

Q.3 Define the Finance and Accounting. Make clear the role of Finance and Account Manager (15)

Q.4 Explain in brief: (15)

1) Functions of IT Manager

2) IT Application in different department

OR

Q.4 Write short notes: (15)

1) Functions of Production Management

2) Importance of Materials Management