

(20)

SARDAR PATEL UNIVERSITY
F.Y.B.A ISM EXAMINATION
SEMESTER – II (CBCS)

No.of printed pages: 01

Wednesday, 19 February 2014
2.30 - 4.30 pm

UM02CBBS01: PRACTICES OF MANAGEMENT

Total marks: 60

NOTE: Figures to the right indicates marks.

- Q.1 (A). Define "Marketing". Discuss 4 P's of marketing in detail. [08]
(B) Explain the role of Marketing Manager in present scenario. [07]

OR

- Q.1 (A) What is Marketing management? Explain the information required by marketing department in brief. [08]
(B) Explain the importance of marketing in present scenario. [07]

- Q.2 (A) What do you mean by Human Resource Management? Discuss the objectives of Human Resource Management. [08]
(B) Describe the operative Functions of Human Resource Management. [07]

OR

- Q.2 (A) Explain the organization of Human Resource Department. [08]
(B) Write a note on Evolution of Human Resource Management. [07]

- Q.3 (A) Define "Finance" and "Financial Management". Discuss the various functions of Finance Department. [08]
(B) Describe the role of Finance and Accounts Manager. [07]

OR

- Q.3 (A) Explain the information's needed by Finance and Accounts Department. [08]
(B) Write a note on the objectives of Financial Management. [07]

- Q.4 (A) "Modern Industry cannot survive without efficient Material Management". Discuss this statement with reference to importance of Material Management. [08]
(B) Write a note on the role of IT Department in an organization. [07]

OR

- Q.4 (A) Define the term Production, Manufacturing and operation. Discuss the functions of Production Management. [08]
(B) What is Information Technology? Explain the functions of IT Department. [07]

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