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SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

B.B.A.(General)- Second Semester Examination

Wednesday 27<sup>th</sup> March, 2019, Time : 02-00 P.M. TO 04-00 P.M.

Subject: Practices of Management      Subject Code: UM02CBBA01

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Give concept of marketing and explain the role of marketing manager. (15)

OR

Q.1 Discuss promotion and physical distribution as a tool of marketing. (15)

Q.2 Explain evolution and philosophy of HRM. (15)

OR

Q.2 discuss scope of HRM and organization of HR department.(15)

Q.3 Explain information needed by finance and accounting department. (15)

OR

Q.3 Discuss: The functions of finance and accounting department. (15)

Q.4 Give meaning of production and explain functions of production department. (15)

OR

Q.4 Explain : Various IT application in different departments with illustration. (15)

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