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SEAT No. _____

No. of Printed Pages : 4

SARDAR PATEL UNIVERSITY

F Y BBA (GENERAL)

SEMESTER- II EXAMINATION

2019

Monday, 25th March

02.00 P.M. to 04:00 P.M.

SUBJECT : PRACTICES OF MANAGEMENT (UM02CBBA21)

Total Marks : 60

Q-1 Define 'Production Management'. Also, explain functions of (15)
production management.

OR

Q-1

[A] Define 'Materials Management'. Describe importance of materials (08)
management.

[B] Discuss objectives of materials management. (07)

Q-2

[A] Write a note on – Marketing Philosophy (10)

[B] Differentiate between Marketing and Selling (05)

OR

Q-2 Explain concept of Market, Marketing and Marketing Management. (15)
Explain 4 P's Marketing Mix with suitable example.

Q-3 Define 'Financial Management'. Discuss scope of financial (15)
management and role of financial manager.

OR

Q-3 Discuss executive and routine functions of financial management. (15)

Q-4 "Process of Human Resource Management starts with Recruitment (15)
and ends with retirement". Explain this statement with reference to
managerial and operative functions of HRM.

OR

Q-4

[A] Define 'Human Resource Management'. Discuss scope of HRM. (09)

[B] Write a note on – Role of Human Resource Manager (06)

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