

[A-26]

SEAT No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
F.Y.BBA (Honours) (ITM) (4 Years) (SEM-II) EXAMINATION 2019
Wednesday, 27th March, 2019
2:00 p. m to 4:00 p.m.
UM02CBBI01 Practices of Management

TOTAL MARKS: 60

NOTE: 1) All questions have internal choices.
2) Figures to the right indicate full marks of the question.

- Q1 Clarify the following concepts in detail: (15)**
1. Market
2. Marketing
3. Marketing Management
OR
- Q1 Clarify the following concepts in detail: (15)**
1. Product
2. Promotion
3. Physical distribution
- Q2 What is human resource management? Discuss the functions of HRM (15)**
with the help of a figure.
OR
- Q2 Explain the various organization chart of human resource management (15)**
with required figures.
- Q3 Define financial management. Explain in detail objectives and functions (15)**
of financial management.
OR
- Q3 Define financial management. Explain in detail responsibilities of (15)**
financial manager.
- Q4 Describe the importance of materials management with the help an (15)**
example.
OR
- Q4(A) Write a note on: (15)**
1. Role of IT manager
2. Role of IT department

— X —
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