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SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER II
WEDNESDAY, 27th MARCH 2019
TIME: 2:00 PM TO 4:00 PM
UM02CBBI04 PRACTICES OF MANAGEMENT

MARKS: 60

NOTE: Figures to the right indicate marks.

- Q.1 Define the terms market, marketing & marketing management. (15)
Discuss in detail marketing mix.
- OR
- Q.1 (a) Describe briefly role of marketing manager. (07)
(b) Write a note on: Functions of physical supply. (08)
- Q.2 Define the term HRM & discuss in detail its functions. (15)
- OR
- Q.2 Present a detailed note on: Objectives & Evolution of HRM. (15)
- Q.3 What are the objectives of financial management? Give explanation. (15)
- OR
- Q.3 (a) Write a brief note on: functions of accounting department. (07)
(b) Brief out the executive functions of financial management. (08)
- Q.4 Define the terms production management, operations management & materials management. Clarify the functions of production management. (15)
- OR
- Q.4 Make clear the role of IT Manager and IT Department. (15)

