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Sardar Patel University
BBA (ISM) II Semester Examination
Wednesday, 27th March 2019
Time: 02:00 P.M. to 04:00 P.M.
(UM02CBBS01) Practices of Management

Total Marks: 60

- Q.1** What is Marketing? Describe in detail product, price, place & promotion. (15)
- OR**
- Q.1** Discuss in detail role of marketing manager. (15)
- Q.2** What is Human Resources Management? Discuss in detail functions of HRM. (15)
- OR**
- Q.2 (A)** Discuss in detail scope of HRM. (08)
- Q.2 (B)** Explain in detail Evaluation of HRM. (07)
- Q.3** What is Financial Management? Discuss in detail objectives of financial management. (15)
- OR**
- Q.3** Discuss in detail role of finance & Accounting manger in an organization. (15)
- Q.4** What is Production Management? Explain the functions of production Management. (15)
- OR**
- Q.4** Write a Note on :-
- (A) Role of IT Department (08)
- (B) Functions of IT Manager (07)

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