

## Sardar Patel University

## BBA (ISM) II Semester Examination

Monday, 25<sup>th</sup> March 2019

Time: 02:00 P.M. to 04:00 P.M.

## (UM02CBBS21) Practices of Management

Total Marks: 60

- Q.1 What is Production Management? Explain the functions of production Management. (15)
- OR
- Q.1 What is Materials Management? Discuss in detail objectives & importance of materials management. (15)
- Q.2 What is Marketing? Discuss in detail philosophy of marketing management. (15)
- OR
- Q.2 (A) Describe in detail product, price, place & promotion. (10)
- (B) Write down the difference between Marketing & Selling. (05)
- Q.3 What is Financial Management? Discuss in detail objectives of financial management. (15)
- OR
- Q.3 Discuss the Executive & Routine functions of financial management. (15)
- Q.4 What is Human Resources Management? Discuss in detail functions of HRM. (15)
- OR
- Q.4 (A) Discuss in detail scope of HRM. (08)
- (B) Explain in detail role of HR Manager. (07)

— X —  
(1)