

[124]

[124]

Seat No. _____

No. of printed pages: 01

SARDAR PATEL UNIVERSITY
BBA (ITM) SEMESTER II
FRIDAY, 29th MARCH 2019
TIME: 2:00 PM TO 4:00 PM
UM02DBBI21 PRACTICES OF MANAGEMENT

MARKS: 60

NOTE: Figures to the right indicate marks.

- Q.1** Define Production management & Operations management. Explain the functions of production management and production manager. **(15)**
- OR**
- Q.1 (a)** Give explanation on importance of materials management. **(10)**
(b) Write a note on: Objectives of materials management. **(05)**
- Q.2** Define the terms market, marketing & marketing management. Discuss scope of marketing and role of marketing manager. **(15)**
- OR**
- Q.2 (a)** Present a detailed note on: Selling v/s Marketing. **(10)**
(b) What is marketing mix? Make clear. **(05)**
- Q.3** What are the major functions of financial management? Give explanation. **(15)**
- OR**
- Q.3 (a)** Write a lucid note on: Role of finance manager. **(10)**
(b) Briefly explain profit maximization. **(05)**
- Q.4** Clarify the term HRM. Describe in detail functions of HRM. **(15)**
- OR**
- Q.4 (a)** Present a note on: Scope of HRM. **(10)**
(b) What are the key objectives of HRM? Clarify. **(05)**

— X —
①