

Question Paper

Exam Date & Time: 27-Nov-2017 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES END SEMESTER THEORY EXAMINATIONS- NOVEMBER 2017

PROGRAM: MPHARM SEMESTER 1

DATE: 27/11/2017

TIME: 2:00PM - 5:00PM

Principles and Practice of Business Management [PMA-MPD101T]

Marks: 50

Duration: 180 mins.

a

Answer all the questions.

Answer the following

- 1) Enlist Henri Fayol's principles of management. (5)
- 2) Discuss barriers to effective communication. (5)
- 3) What is organizational culture, and what are its common characteristics? (5)
- 4) Discuss in brief stages of conflict process. (5)
- 5) Enlist motivational theories and explain any one. (5)
- 6) What is the difference between Production and Productivity? Draw a flowchart depicting operations functions in organizations. (5)
- 7) Enlist basic concepts of TQM. What is PDCA cycle? (5)
- 8) What are the objectives and sources of recruitment? Add a note on steps in selection process. (5)

b

Answer the following with specific answers

- 9) Define Management. Enlist subfields of classical perspective. (2)
 - 9A)
 - 9B) Give a brief account of Time management matrix. (2)
 - 9C) Enlist commandments of corporate social responsibility. (2)
 - 9D) What are the three types of market research? (2)

9E)

Enlist the entrepreneurial opportunities in pharma sector.

(2)

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