

Exam Date & Time: 01-Dec-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.
Specialization: Pharmaceutical Administration
Date: 01-12-2018

Principles and Practice of Business Management [PMA-MPD101T]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Discuss functions of management. Describe managerial roles and skills. (10)
- 2) Describe six elements which are essential for designing organizational structure. Add a note on Matrix Organization structure. (10)
- 3) Enlist theories of leadership and motivation. Explain any one theory from leadership and motivation. (10)
- 4) Discuss concept of production. Explain production methods. (10)
- 5) Discuss scope and objectives of Human Resource Management. Briefly discuss recruitment, training and performance appraisal. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Write short note on Time Management. (5)
- 7) Discuss in brief types of Communication. Add a note on barriers to effective communication. (5)
- 8) Define conflict. Discuss in brief various views of conflict. What is functional and dysfunctional conflict? (5)
- 9) What is Six Sigma? Discuss in brief DMAIC. Add a note on concept of kaizen. (5)
- 10) What is the difference between entrepreneur, enterprise and entrepreneurship? What are the characteristics of an entrepreneur? Enlist entrepreneurial opportunities for pharmacists. (5)

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