

Question Paper

Exam Date & Time: 25-Mar-2021 (01:30 PM - 04:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.

Principles and Practice of Business Management [PMA-MPD101T - S2]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

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

- 1) Discuss in brief functions of management, managerial skills and roles. What is the importance of functions, skills and roles? (7+3=10 Marks) (10)
- 2) What is organizational culture and what are its characteristics? How is culture transmitted to employees? Add a brief note on dysfunctional effects of organizational culture. (4+4+2=10 Marks) (10)
- 3) a) Describe Conflict handling intensions. Which approach is best according to you and why? (5 Marks) (10)
b) Discuss in brief any one theory from leadership and motivation. What is difference between leadership styles and theories? (5 Marks)
- 4) Define operations management. Explain the framework for managing operations. Explain the four developments in operations management that has impacted globalization. (10)
- 5) What is job analysis? Explain the advantages and disadvantages of five popular job analysis methods. (10)

SECTION - B

Answer all the questions.

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

- 6) Discuss in brief barriers to effective communication. Which barrier is most difficult to overcome and why? (5)
- 7) What is Matrix organization? Add a note on virtual organization. (5)
- 8) Differentiate between wage employment and entrepreneurial employment. (5)
- 9) Explain any five basic tools of quality according to Kaizen theory. (5)
- 10) Write a note on various research data collection techniques. (5)

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