

Exam Date & Time: 07-Mar-2022 (10:00 AM - 01:00 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]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

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

- 1) Discuss in brief managerial skills and roles. In what way they differ? Discuss in brief the decision making process. Write a note on the importance of Decision making in an organization. (10)
(5+1+3+1=10marks)
- 2) What is organizational culture and its functions? How is culture transmitted to employees? What forces act as stimulants to change? What is planned change? (4+2+3+1=10marks) (10)
- 3) A) Enlist the stages of Conflict Process. Describe Conflict handling intensions. Which approach is best according to you and why? (1+3+1=5marks)
B) Differentiate Trait and Behavioural theories. Are they still valid in today's scenario? Justify. What are the three key elements of motivation? What are the similarities between Maslow's theory of needs and ERG? (2+1+1+1=5marks) (10)
- 4) The following Project data consists of activities and their time estimates. (10)

| Activity | t0 (Least time) | tp (Greatest time) | tm (Most likely time) |
|----------|-----------------|--------------------|-----------------------|
| 1-2 | 3 | 15 | 6 |
| 1-3 | 2 | 14 | 5 |
| 1-4 | 6 | 30 | 12 |
| 2-5 | 2 | 8 | 5 |
| 3-6 | 3 | 15 | 6 |
| 4-7 | 3 | 27 | 9 |

| | | | |
|-----|---|---|---|
| 5-7 | 1 | 7 | 4 |
| 6-7 | 2 | 8 | 5 |

- A. Construct the network diagram.
 B. Calculate the expected task time.
 C. Identify the critical path.

- 5) Critically evaluate 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 the key parts of the communication process? Distinguish formal and informal communication? Give an example each for Downward and Upward communication. (3+1+1=5marks) (5)
- 7) What is Matrix Organization? Enlist the advantages and disadvantage of it. Add a note on Boundaryless Organization. (2+1+2=5marks) (5)
- 8) Identify the key roles used by six sigma for its successful implementation. (5)
- 9) Explain entrepreneurship with respect to Pharmacy profession. (5)
- 10) Enlist various ethical issues in management (5)

-----End-----