

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08 (2016-2018) First Year
Organization Behaviour
Term Examination



Time - 3 Hour

MM-70

The question paper contains one printed page. Attempt all questions.

- Q. 1. What is Transactional Analysis? Please comment on its importance in managing day-to-day office relationship. (14)
- Q. 2. What is Power? Please elaborate on bases of power? (14)
- Q. 3. Write short notes on any two: (7+7)
- a. Attribution Theory
 - b. Measurement of attitude
 - c. Personal Effectiveness
- Q. 4. Define motivation. Elaborating on the various reasons of de-motivation in an organization, suggest measures which a manager of a pharmaceutical company could take to motivate its staff. (14)
- Q. 5. What is conflict? How can organizations handle conflicts? (14)