

**IIHMR UNIVERSITY**  
**School of Pharmaceutical Management**  
**MBA Pharmaceutical Management**  
**Batch-09<sup>th</sup> (2017-2019)**  
**First Year**  
**Organisation Behaviour**  
**Term Examination**



**Time - 3 Hour**

**MM-70**

*All questions carry equal marks*

*Attempt any FIVE questions*

*The question paper contains one printed page.*

- Q1 A pharmaceutical industry has introduced the position of Management Associate in its organization for fresh management graduates. Using different bases of power, pl suggest measures which could be used by these fresh management graduates to make a place for themselves in the organization and enhance their power. 14
- Q2 Write notes on ANY TWO of the following: 7+7
- a. Blake and Mouton Managerial Grid Theory
  - b. Maslow's theory
  - c. Internality and Externality
- Q3 Is conflict always dysfunctional? Discuss strategies of conflict resolution. 14
- Q4 Explain EIGHT aspects of organizational culture. Discuss benefits of each of the aspects in an organization. 14
- Q5 Write notes on "ANY TWO" of the following: 7+7
- a. Organizational ethos
  - b. Measurement of attitude
  - c. Groups and Team
- Q6 What is perception? While elaborating on different aspects of perception, comment on the way it can influence day today decisions of a manager. 14