

LIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-23 (2018-2020)
First Year



Principles of Management
Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page.

Descriptive questions - Attempt any three questions each carry equal marks - $18 \times 3 = 54$

1. Define Planning. Explain difference between operational and strategic plan.
2. Describe personality. Explain the two approaches to classify personality.
3. According to you who is better - Transactional leader or transformational leader? Explain with suitable examples.
4. Is it essential to have conflict? What are different views on conflict management?
5. Explain any 5 points given by Edward Deming to improve productivity.

Short notes

Attempt any 2 questions each question carries equal marks $8 \times 2 = 16$

1. Social responsibility and social responsiveness.
2. Learning organization
3. Ways of recruitment
4. Equity theory

