

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-10 (2018-2020)
First Year
Business Communication



Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page.

Section A – Descriptive question

Attempt any four questions in section A. Each question carries equal marks (4 X14 =56)

- Q. 1. What is the importance of verbal and non-verbal communication at work-place? Elaborate with examples.
- Q. 2. What are the indicators of 'Group think'? If you are a Manager of a pharmaceutical company how will you manage it in your organization?
- Q. 3. What are different types of meetings? If you are coordinator of a meeting what planning and preparation you will do to conduct a meeting?
- Q. 4. Explain six clusters of presentation skills with examples.
- Q. 5. Write a letter to CEO of other pharma company to seek their collaboration for Product development.
- Q. 6. Define IEC? What things you will keep in mind before designing IEC material?

Section B – Short note

Attempt any two each carries equal marks (2 X 7 = 14)

- Q. 1. What is included in a Nut graph?
- Q. 2. According to you what are the issues on which you can do the advocacy in pharma sector?
- Q. 3. Explain stages in counselling.