

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



Term Examination

Time - 3 Hour

MM-70

The question paper contains ONE printed page, please attempt any five questions.

Q1. Write short notes on any two:

(7 +7)

- a) Stereotyping and Halo Effect
- b) Ethics in an Organization
- c) Role Efficacy

Q2. In an organization, a new position of Programme Manager was introduced. It was announced that the new position will be filled internally. To fill the position, feedback from the seniors was conducted. A total of 35 candidates from different departments were considered for 2 positions. After the announcement of the successful candidate, the environment of the organization became very tense and negative. Those who could not excel are not able to own it and those who could not make it are branding the entire process as that of 'favouritism'. If you were a manager in this organization, what you would have done so that the organizational environment remained cordial and now when it has been disturbed, what conflict resolution techniques could be taken and why?

(14)

Q3. Write notes on "ANY TWO" of the following:

(7+7)

- a. Job Enrichment
- b. Externality and Internality
- c. Johari window

Q4. What is transactional analysis? Comment on the three ego states: parent, adult and child and different types of transactions in an organization.

(14)

Q5. A pharmaceutical industry has introduced the position of Management Associate in its organization for fresh management graduates. This has made the existing professionals (post graduates by qualification) feel a little powerless. With reference to bases of power, please elaborate on the measures which can be adopted to maintain or increase their power.

(14)

Q6. Differentiate administration and management from leadership. Explain four leadership styles and the development levels according to situational theory of leadership.

(14)