

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-10 (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. What is motivation? Explain Herzberg two factor theory.
4. According to you who is better - Transactional leader or transformational leader? Explain with suitable examples.
5. Define value chain management? Explain obstacles of value chain management.

Short notes

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

1. Learning organization
2. Ways of de recruitment
3. Workplace concerns
4. Benchmarking

