

IIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-24 (2019-2021)
Principles of Management
Term Examination
1 Year
September 2019



Time - 3 Hour

MM-50

The question paper contains one printed page.

Long Answer Questions –

Attempt any 2 of the following questions. All questions carry equal marks (2 x 15 = 30)

1. You are student representative in the anti-sexual harassment committee of your University. A person in power not only stare but also pass remarks on a girl of your class regarding her looks, dress and ornaments. When, how and what would you do as a whistle blower?

OR

What is ethics? How a Manager can improve ethical behavior in an organization. Explain with examples.

2. What are different functions of Human Resource Manager? Discuss various performance appraisal methods.

OR

Discuss impact of technology on organizational communication.

3. Explain two contemporary theories of motivation.

OR

Explain two contingency theories of leadership.

Short answer Questions –

Attempt any four – All carry equal marks – (4 X 5 =20)

1. Learning organization
2. Existing ways of going green at IIHMRU and suggestions
3. Universal need of management.
4. Personality job fit theory.
5. Organizational culture
6. Globalization – Good or bad for India
7. Value chain management.

**Time - 3 Hour****MM-50**

The question paper contains one printed page.

Long Answer Questions –

Attempt any 2 of the following questions. All questions carry equal marks (2 x 15 = 30)

1. You are student representative in the anti-sexual harassment committee of your University. A person in power not only stare but also pass remarks on a girl of your class regarding her looks, dress and ornaments. When, how and what would you do as a whistle blower?

OR

Define social obligation, responsiveness and responsibility and validate these with examples in today's context. Explain with examples of the companies across the globe which were infamous for their unethical or socially irresponsible practices.

2. What is the difference between orientation and training? Discuss in detail about various training methods and performance appraisal methods.

OR

According to you what will be the organizational structure of a multi-specialty corporate hospital? Explain how six key elements of organizational design will be used.

3. Explain either two early theories or two contemporary theories of motivation.

OR

Explain either two contingency theories of leadership or contemporary approaches of leadership.

Short answer Questions –

Attempt any four – All carry equal marks – (4 X 5 =20)

1. Work force diversity.
2. Existing ways of going green at IIHMRU and suggestions to improve
3. Rationality, bounded rationality and intuition.
4. Internal change agent and external change agent.
5. Personality job fit theory.
6. Conflict management.
7. Service profit chain.