



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

First Year, Term 1 End Term Examinations, November 2023

CC – 602 Principles of Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True or False:

- Planning involves establishing goals and developing plans, which are not the key components of the Foundations of Planning. (1)
- The environment affecting managerial decisions includes both internal and external factors that can impact an organization's strategy and operations. (1)
- Stimulating innovation involves creating an environment that encourages creative thinking and the generation of new ideas. (1)
- Cutting-edge approaches to leadership often incorporate the latest technology and trends to enhance leadership effectiveness. (1)
- The project planning process is not relevant to the overall planning of an organization. (1)

Part B

(Maximum Marks: 15)

Answer the following questions, briefly.

- What are the primary managerial functions, often referred to as the four functions of management? (5)
- What is the purpose of control in management, and why is it important? (5)
- Who are the managers and what do they do? (5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail.

- What is motivation in the context of management? Discuss Maslow's theory of motivation. Explain with example. (10)
- Elaborate on the various management roles and skills that effective managers must possess. How do these roles and skills contribute to managerial success? (10)
- "Leadership is often considered the cornerstone of effective management and organizational success. It involves influencing, guiding, and inspiring individuals or groups toward achieving common goals. In this context, discuss and explore the multifaceted nature of leadership and its impact on organizational performance in detail with example. (10)