

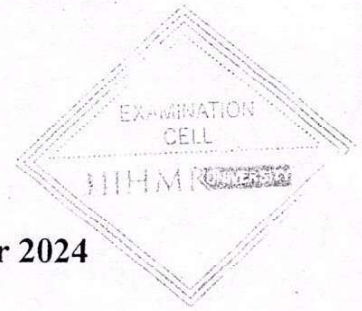
LIHMR UNIVERSITY
School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-16th (2024-2026)

First Year, Term 1 End Term Examinations, December 2024

CC-602 Principles of Management

Enrolment No.:



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 your Enrollment No.

Part A

(Maximum Marks: 5)

Q1. State True or False for the following (1 mark each):

- Managers are only responsible for planning in an organization.
- Organizational culture does not affect managerial decisions.
- Contemporary planning techniques do not include project planning and scheduling.
- Managing change effectively is not required in stable market conditions.
- Managers and leaders perform the same roles in an organization.

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each).

- Q2. What is the difference between a manager and a leader?
- Q3. What are the different managerial levels in an organization?
- Q4. How does the external environment influence managerial decisions?

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 marks each).

- Q5. Explain the planning process in management. Discuss the importance of establishing goals and developing effective plans for achieving organizational objectives. Evaluate different types of plans (strategic, tactical, and operational) and their roles in organizational performance, highlighting tools and techniques for effective resource allocation.
- Q6. Elaborate on the various management roles and skills that effective managers must possess. How do these roles and skills contribute to managerial success?
- Q7. "Planning is a fundamental aspect of management, and it plays a pivotal role in an organization's success. It involves a systematic process of defining goals, identifying strategies, allocating resources, and laying out a roadmap for achieving objectives". Justify the statement and discuss and explore the multifaceted nature of planning in detail with examples.