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Register Number:

**6325**

Name of the Candidate:

**M.B.A. (PHARMACEUTICAL MANAGEMENT) DEGREE****EXAMINATION - 2010****(FIRST YEAR)****(PAPER – I)****110. PRINCIPLES OF MANAGEMENT****(Common with MBA Banking & Taxation)***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION - A****Answer any FIVE questions.****(5 × 3 = 15)**

1. Define Management.
2. What is meant by managerial ethics?
3. Define Planning.
4. What is meant by delegation?
5. Define motivation.
6. Define line and staff
7. What do you understand by conflict?
8. Define feed back system.

**SECTION - B****Answer any THREE questions.****(3 × 10 = 30)**

9. Discuss the important role and responsibilities of managers.
10. Explain the tools and techniques of effective decision making.
11. What are the barriers to communication and how can you overcome them?

12. Enumerate the essential qualities and skills of leadership.
13. What are the requirements of an effective control system?

**SECTION - C****Answer any ONE question.****(1 × 15 = 15)**

14. Discuss Henry Fayol's principles of management.
15. "Planning and control are the two sides of a coin" — Discuss it with reference to business.
16. Discuss the theories of motivation.

**SECTION - D****(Compulsory)****(1 × 15 = 15)**

16. Wal-Mart, the largest retailer in the world, is currently facing major challenges concerning how to motivate its workers. For years, the company used a relatively easy and straight forward method to maintain motivation and loyalty. Specifically, the firm relied heavily on stock incentives to motivate the otherwise low-paid employees.

**Questions:**

- a. What is the best motivational technique for Wal-Mart?
- b. How would you evaluate the impact of motivation?

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