



**Faculty of Health Sciences**  
**B.Sc. (Hons) in Medical and Health Product Management**  
**Batch 10- (5<sup>th</sup> Batch)**  
**BSM 1133 – Pharmaceutical Management – Assignment**  
**End-Semester Examination – 1<sup>st</sup> Year 1<sup>st</sup> Semester**

**Date: 30<sup>th</sup> October 2025**

**Time: 11.30 – 12.30 – One Hour**

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of **TWO** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

**Question 01**

**(100 Marks)**

- 1.1 “Explain the importance of employee rewards in motivating employees within an organization.”  
Discuss how different motivation theories, such as Maslow’s Hierarchy of Needs, Herzberg’s Two-Factor Theory, and McClelland’s Achievement Motivation Theory, can be applied to design an effective reward system that enhances employee performance and job satisfaction.

**Question 02**

**(100 Marks)**

- 2.1 Explain the decision-making process in a pharmaceutical company when facing a production issue, such as a delay in raw material supply. (Describe each step of the process and give one example of a possible alternative decision at each stage).

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Date: 30<sup>th</sup> October 2025

Time: 09.00 am – 11.00 am – Two Hours

### INSTRUCTIONS TO CANDIDATES

- This question paper consists of **FOUR** questions.
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#### Question 01

(100 Marks)

- 1.1. Define the term 'Management'.
- 1.2. Mention the **three (03)** levels of management and their planning strategies.
- 1.3. Briefly describe the importance of organizing as a function of management.
- 1.4. Explain McClelland's Achievement Motivation Theory and its three main needs.

(10 Marks)

(30 Marks)

(20 Marks)

(40 Marks)

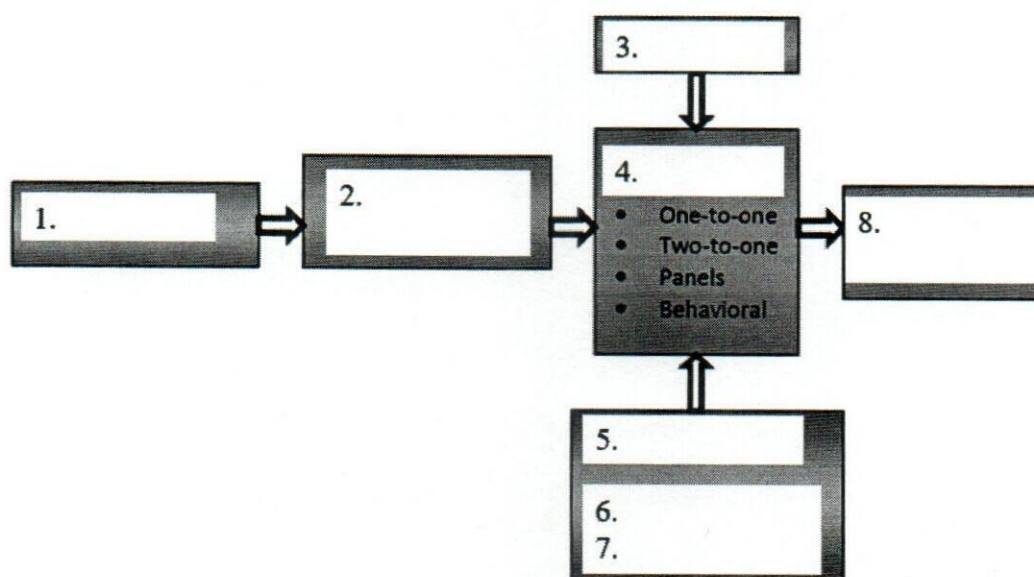
#### Question 02

(100 Marks)

- 2.1 State the **four (04)** types of leadership.
- 2.2 Fill in the blanks of the employee selection process in Human resource management.

(10 Marks)

(40 Marks)



- 2.3 Develop a Job Description and a Job Specification for the role of 'Pharmaceutical Quality Assurance Analyst'.

(20 Marks)

- 2.4 Explain the 360-Degree Feedback in appraisals.

(30 Marks)

**Question 03****(100 Marks)**

- 3.1 Define the term "Social Responsibility ".
- 3.2 List **three (03)** examples for each,
  - 3.2.1. External stakeholders
  - 3.2.2. Internal stakeholders
- 3.3 State **five (05)** importances of training and development within an organization.
- 3.4 Explain the Manpower planning process in your pharmaceutical company.

**(10 Marks)****(30 Marks)****(20 Marks)****(40 Marks)****Question 04****(100 Marks)**

- 4.1 What is "Controlling"?
- 4.2 State the **five (05)** basic elements in the controlling process.
- 4.3 State **four (04)** main barriers to communication
- 4.4 Explain the importance of Direction and Supervision in a Pharmaceutical Company.

**(10 Marks)****(30 Marks)****(20 Marks)****(40 Marks)**

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4<sup>th</sup> Batch  
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Date: 1<sup>st</sup> of August 2025

Time: 11.00 – 12.00 – One Hour

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of **TWO** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

**Question 01**

**(100 Marks)**

- 1.1 “Effective staffing is not just about hiring the right people — it involves a strategic integration of planning, designing, developing, and evaluating human resources to meet organizational goals in a changing business environment.”

Discuss this statement by describing the role of manpower planning, job design, recruitment and selection, training and development, and performance appraisal. Highlight how these components contribute to effective staffing.

**Question 02**

**(100 Marks)**

- 2.1 Describe the planning function of management with the process.  
2.2. Describe **five (05)** reasons why planning is important in an organisation.

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of **FOUR Structured Essay Type Questions**.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

**Question 01**

**(100 Marks)**

- 1.1. Define 'Management'. **(10 Marks)**
- 1.2 State the **four (04)** key functions of management and briefly explain each. **(20 Marks)**
- 1.3 Mention the **three (03)** levels of management and their planning strategies. **(30 Marks)**
- 1.4 What is the social responsibility of a manager in the pharmaceutical industry? **(40 Marks)**

**Question 02**

**(100 Marks)**

- 2.1 What is **leadership** in management? **(10 Marks)**
- 2.2 State **five (05)** characteristics of a good leader in the pharmaceutical industry. **(30 Marks)**
- 2.3 State **four (04)** challenges of being a leader. **(20 Marks)**
- 2.4 State the **four (04)** types of leadership and briefly describe **two (02)** of them with an example for each. **(40 Marks)**

**Question 03**

**(100 Marks)**

- 3.1 State the **two (02)** main types of motivation and give an example for each. **(20 Marks)**
- 3.2 What is 'Maslow's Hierarchy of Needs theory' in the context of motivation? **(30 Marks)**
- 3.3 Develop a Job Description and a Job Specification for the 'Marketing Manager' role. **(30 Marks)**
- 3.4 Mention **three (03)** financial rewards and **three (03)** non-financial rewards that an employee could receive. **(20 Marks)**

**Question 03**

**(100 Marks)**

- 4.1 Write **five (05)** importances of being directed and supervised in an organization. **(25 Marks)**
- 4.2 Mention **five (05)** barriers to communication as a manager. **(25 Marks)**
- 4.3 State the **four (04)** major job design strategies you have learned under Staffing and describe them briefly. **(20 Marks)**
- 4.4 Differentiate the terms 'training' and 'development'? **(30 Marks)**

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