

Faculty of Health Sciences

**B.Sc. (Hons) in Industrial Pharmaceutical Sciences/ B.Sc. (Hons) in Cosmetic Sciences
Pharmaceutical Management and Marketing IPS 4213/ Cosmeceutical Management
and Marketing BCS 4213**

5th Batch

End Examination – 4th Year 2nd Semester - SEQ

Date: 14th July 2025

Time: 09.00 am – 12.00 pm – Three Hours

INSTRUCTIONS TO CANDIDATES

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

Question 01

(100 Marks)

1.1 Define the term “management”.

(30 Marks)

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1.2 Write the **three (03)** levels of management in an organization.

(15 Marks)

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1.3 Write the **two (02)** main functions of each management level.

(30 Marks)

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1.4 List **five (05)** management functions carried out in an organization.

(25 Marks)

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(100 Marks)

- (20 Marks)**

2.2 Write **four (04)** social responsibilities of management towards the Employees of the organization.

(20 Marks)

2.3 Write the **five (05)** importance of planning in the management of an organization.

(30 Marks)

2.4 Write **three (03)** advantages and **three (03)** disadvantages of the division of labor.

(30 Marks)

(100 Marks)

- (15 Marks)**

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3.2 What are the **three (03)** different types of controlling methods? (15 Marks)

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3.3 Write the **five (05)** steps involved in controlling function in an organization's management. (30 Marks)

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3.4 Write **four (04)** factors affecting the staffing functions for a business organization. (20 Marks)

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3.5 Write the main difference between "wide span management" and "narrow span management" in an organization. (30 Marks)

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Question 04 (100 Marks)

4.1 Mention the **four (04)** key elements of the **directing function** in management. (10 Marks)

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4.2 State **five (05)** challenges a leader might face in the Pharmaceutical industry. (30 Marks)

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4.3 Mention **five (05)** benefits of supervision for an organization. **(20 Marks)**

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4.4 Describe **four (04)** main styles of leadership and provide **one (01)** occupational example for each style. **(40 Marks)**

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Question 05

(100 Marks)

5.1 State the **two (02)** main types of motivation with **two (02)** examples for each. **(30 Marks)**

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5.2 What is Maslow's Hierarchy of Needs Theory? **(20 Marks)**

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5.3 State **six (06)** motivational techniques for managers. **(30 Marks)**

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- 5.4 Mention how the application of McClelland's Achievement Motivation Theory can improve employee motivation and performance. **(20 Marks)**

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Question 06

(100 Marks)

- 6.1 Develop a Job Description and a Job Specification for the 'Pharmaceutical Manager' role. **(40 Marks)**

- 6.2 Write **three (03)** advantages and **three (03)** disadvantages of internal recruitment. **(30 Marks)**

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- 6.3 How would you effectively address and manage employee grievances in your role as a manager? Describe with an example. **(30 Marks)**

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PAST PAPERS

Faculty	Department / Section/Division
Not Applicable	Learning Resource Centre

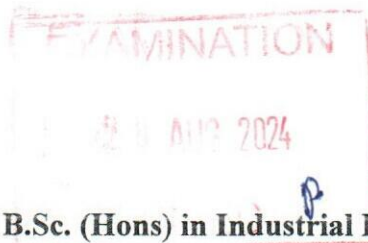
Past Papers

Faculty of Health Sciences

General Papers

(Year 4 – Semester II)

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4th Batch

End Examination – 4th Year 2nd Semester

Date: 28th August 2024

Time: 09.00 am – 12.00 – Three Hours

Question 01

(100 Marks)

1.1 Define the term of 'Management'.

(10 Marks)

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1.2 Write the **three (03)** levels of management in an organization and write the main function of each management level.

(30 Marks)

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1.3 Mention the statement "Organization as an Open System".

(20 Marks)

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1.4 State the social responsibilities of management towards the interested groups of the organization for sustainable growth.

(40 Marks)

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Question 02**(100 Marks)**

2.1 Write the **six (06)** building blocks of the organizing function in management.

(18 Marks)

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2.2 State the advantages and disadvantages of the division of labour.

(30 Marks)

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2.3 What is meant by **planning** in management?

(12 Marks)

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2.4 State the importance and challenges in planning a business organization.

(40 Marks)

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Question 03**(100 Marks)**3.1 What are the **three (03)** different types of controlling methods?**(15 Marks)**

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3.2 What are the **five (05)** steps involved in controlling function in an organization's management**(25 Marks)**

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3.3 Write **five (05)** importance of staffing functions for a business organization.**(20 Marks)**

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3.4 Mention the factors affecting the staffing function in an organization.

(40 Marks)

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Question 04**(100 Marks)**4.1 What is **leadership**?**(10 Marks)**

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4.2 State **five (05)** principles of leadership.**(30 Marks)**

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4.3 State **four (04)** challenges of being a leader.

(20 Marks)

4.4 State the **four (04)** types of leadership and briefly describe two (02) of them with an example for each.

(40 Marks)

Question 05

(100 Marks)

5.1 State the **two (02)** main types of motivation.

(10 Marks)

5.2 What is 'McClelland's Achievement Motivation Theory'.

(30 Marks)

5.3 State **four (04)** benefits of supervision for the organization.

(40 Marks)

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5.4 What elements of direction are responsible for excellent management? (20 Marks)
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Question 06 (100 Marks)

6.1 State what is a 'job description' and a 'job specification'. (15 Marks)
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6.2 State the steps of the recruitment procedure with an example from the pharmaceutical/cosmetic industry. (30 Marks)
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6.3 Write **three (03)** advantages and **three (03)** disadvantages of external recruitment. (30 Marks)
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6.4 How would you effectively address and manage employee grievances in your role as a manager? (25 Marks)
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(25 Marks)