

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)**

Term-End Examination

December, 2013

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : Attempt any five questions. All questions carry equal marks.

1. (a) Describe the tasks of a manager in terms of providing purposeful direction to the firm and managing survival and growth . 8
- (b) Define mission, objectives and goals of an organisation. What is the relevance for an organisation to be successful ? 7
2. (a) Distinguish between strategic planning and operational planning. 7
- (b) What is the role of a manager of an organisation towards union and society ? 8
3. (a) What is the process for strategy formulations ? Describe in brief. 8
- (b) Discuss in brief any two models of decision making process. 7

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| 4. | (a) What steps are required to overcome the barriers in decision making ? Explain. | 8 |
| | (b) What are the various causes of stress ? Discuss. | 7 |
| 5. | (a) Describe the need and importance of training and manpower development in an organisation. | 8 |
| | (b) Discuss different types of power and explain their relevance/irrelevance in the performance of a leader. | 7 |
| 6. | Change is important for affecting improvements in the organisation. Discuss the strategies for coping with change. | 15 |
| 7. | What are the prerequisites and characteristics of an effective control system? Discuss different methods of control as described by Arthur Bedeiar. | 15 |
| 8. | Write short notes on <i>any two</i> of the following :- | |
| | | $7\frac{1}{2} \times 2 = 15$ |
| | (a) Factors which influence the work group effectiveness. | |
| | (b) Concept of budget and its importance. | |
| | (c) Characteristics of manpower planning. | |
| | (d) Methods and steps in managing stress. | |
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