

00172

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

**Term-End Examination
December, 2012**

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) "To plan and manage for innovation is an ongoing task". Critically evaluate the statements. 8
- (b) Explain the responsibilities of a professional manager towards customers. 7
2. (a) Describe the main functions of a top level manager. 7
- (b) Explain the components of strategy in the context of a company involved in manufacturing and marketing electronic products. 8
3. Discuss the three phases of decision making in organisations as enunciated by Henry Mintzberg and state the types of decisions which you shall be required to make as a manager. 15

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| 4. | (a) | Define organisational culture and identify its common dimensions. | 8 |
| | (b) | Explain the three stages of process of change as described by Kurt Lewin. | 7 |
| 5. | (a) | List and explain the process of executive development. | 8 |
| | (b) | Explain Trait Theory of leadership. | 7 |
| 6. | (a) | Define constructive confrontation and explain the principles to be observed for improving the effectiveness of confrontation. | 8 |
| | (b) | Describe the positive features of delegation and decentralisation. | 7 |
| 7. | (a) | Explain the process of organisational change. | 7 |
| | (b) | Why do the firms need to frame the policies in the organisation ? Explain. | 8 |
| 8. | Write explanatory notes on <i>any two</i> of the following : | | $7\frac{1}{2} \times 2 = 15$ |
| | (a) | Group Dynamics | |
| | (b) | Symptoms of Stress | |
| | (c) | Types of Leaders' Powers | |
| | (d) | Barriers to Effective decision-making | |