

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

**Term-End Examination**

00274      **December, 2014**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. (a) Discuss how a manager manages innovation in a firm to achieve corporate objectives, giving suitable examples.
- (b) Discuss briefly the responsibilities of a professional manager towards society.       $2 \times 7 \frac{1}{2}$
2. (a) Discuss the planning and organising skills of an effective manager.
- (b) Differentiate between strategic and operational planning, giving examples.       $2 \times 7 \frac{1}{2}$

3. (a) Define Strategy. Discuss the components of strategy.
- (b) Discuss the important considerations to be taken into account while framing policies.  $2 \times 7 \frac{1}{2}$
4. Write short notes on any **three** of the following : 3×5
- (a) Retraining
- (b) Mission of a firm
- (c) Economic Man Model
- (d) Self Concept
- (e) Training Objectives
5. Differentiate between any **three** of the following : 3×5
- (a) Re-active and Pro-active Changes
- (b) Centralisation and Delegation
- (c) Theory X and Theory Y
- (d) Objectives and Goals
- (e) Evolutionary and Revolutionary Changes
6. (a) What is Control ? Discuss the prerequisites and characteristics of an effective control system.
- (b) Discuss the Trait Theory of Leadership giving suitable examples.  $2 \times 7 \frac{1}{2}$

7. (a) Discuss decision-making under the condition of certainty and uncertainty.

(b) Explain the following :

(i) Brainstorming

(ii) Synectics

(iii) Nominal grouping

$2 \times 7 \frac{1}{2}$

8. (a) What do you understand by an organisational culture ? Explain any five dimensions of an organisational culture.

(b) What do you mean by managerial ethos ? Discuss its characteristics.

$2 \times 7 \frac{1}{2}$

