

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

Term-End Examination

December, 2015

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : (i) Attempt *any five* questions.
(ii) *All* questions carry *equal* marks.

1. (a) How does a manager cope with the challenges of increasing competition ?
Explain by giving examples. 7½
(b) Explain the responsibility of a professional manager towards employees. 7½
2. (a) Describe the Games Man Model of decision making process including the steps involved therein. 8, 7
(b) State the advantages and disadvantages of group decision making.
3. Explain the concept of 'organisational culture' and its common dimensions. 15
4. Define the term 'stress' and discuss any three causes of stress. 15

5. Distinguish between : 7½, 7½
(a) Training and Education
(b) Training and Development
6. (a) Explain the need and importance of manpower planning. 7½, 7½
(b) Discuss the three steps involved in the control process.
7. Explain the Johari Window for studying interpersonal awareness. 15
8. Write short notes on **any two** of the following :
(a) Social learning theories 7½, 7½
(b) Strategic and operational planning
(c) Types of manpower forecast
(d) Control as a feedback system.
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