

POST GRADUATE DIPLOMA IN  
PHARMACEUTICAL SALES MANAGEMENT  
(PGDPSM)

Term-End Examination

December, 2016

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

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1. (a) Explain the two sets of factors that impinge upon the firm's survival and growth. 7  
(b) State the responsibilities of a professional manager towards the customers. 8
  2. (a) Explain the concepts of 'strategic planning' and 'operational planning'. 7  
(b) Identify the various models of decision-making and discuss any one of them in detail. 8
  3. (a) Explain the various dimensions of organisational culture. 9  
(b) What do you mean by managerial ethos ? Describe the main ethos contemporary managers must have. 6

4. Define 'stress' and discuss the personal, environmental and organisational reasons thereof. 15
5. (a) Distinguish between : 8  
(i) training and education  
(ii) training and development  
(b) Explain the need for and importance of manpower planning. 7
6. (a) Explain the three steps involved in the control process. 6  
(b) Briefly explain the various methods of control identified by Arthur Bedeian. 9
7. (a) Describe the principles to be observed for improving effectiveness of confrontation. 9  
(b) Explain Trait's Theory of Leadership. 6
8. Write short notes on **any two** of the following : 7.5x2  
(a) Brain storming as a Technique for stimulating creative thinking.  
(b) Conceptual skills of a manager.  
(c) Critical concerns at different stages of organisational change.  
(d) Role of Informal Groups in an organisation.
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