

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

Term-End Examination

December, 2017

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) What do you mean by change and how does a manager cope with the challenges of change. 7½
 - (b) Explain how a manager helps in retaining talent and helps in inculcating a Sense of Loyalty. Give examples to support your answer. 7½
 2. (a) What are the main responsibilities of a professional manager / firm towards its/his customers ? Give examples. 7½
 - (b) Explain the important functions of a top manager. 7½
 3. (a) What steps are involved in the process of strategy formulation ? 7½
 - (b) Explain various strategic alternatives available under it and discuss them with suitable examples. 7½

4. Explain any two models of decision making process in brief. 15
5. (a) What is the influence of leadership style on Organizational Climate ? Discuss with examples. 9
- (b) What is synectics technique for identification of alternatives in decision making process. 6
6. List the stages involved in the process of organisational change and explain them in brief. 15
7. (a) List and explain the prerequisites and characteristics of effective control systems. 9
- (b) What are the steps involved in a control process ? Explain them in brief. 6
8. Write short notes on **any two** of the following : 7½x2=15
- (a) The Johari Awareness model of interpersonal process.
- (b) Trait theory of Leadership.
- (c) Group Dynamics.
- (d) Methods used for Identifying Training Needs.
-