

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

Term-End Examination

December, 2018

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. (a) State the main responsibilities of a professional manager towards his customers. 7½
- (b) What is the foremost task of a manager to cope with the challenges of increasing competition ? 7½
2. Explain the decision making under : 5x3=15
- (a) Certainty
- (b) Risk
- (c) Uncertainty
3. What do you mean by manpower planning ? 15
State its objectives and the process of manpower planning.

4. (a) Differentiate between individual and group decision making. 5
- (b) List the roadblocks that can impact the process of effective decision making and identify the strategies which can be adopted in overcoming these barriers. 10
5. List and explain the methods of coping with stress at individual level. 15
6. Explain the various methods of control as identified by Arthur Bedeian. 15
7. State the three levels of managers and their responsibilities. Also identify the skills they must possess as stated by Katz, and the extent to which these are used at various levels of managerial hierarchy. 15
8. Write short notes on **any two** of the following : $7\frac{1}{2}+7\frac{1}{2}$
- (a) Strategic and Operational Planning
- (b) Managerial Values and Ethos
- (c) Types of Power
- (d) Group Dynamics
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