

POST GRADUATE DIPLOMA IN PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

December, 2019

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : (i) Attempt any five Questions.

(ii) All Questions carry equal marks.

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1. (a) Discuss how Manager manages innovation for achieving objectives of the firm. 7½
(b) How a Manager helps in retaining talent and inculcate sense of Loyalty among employees ? Discuss with the help of examples. 7½
 2. What are the different levels of Managers in any organisation and what type of Managerial Skills are required at various levels ? Discuss in brief. 15
 3. Differentiate between Mission, Vision, Objectives, Strategy, Policies, Programmes and Procedures. Give one example of each. 15
 4. What are Managerial Values and Ethos ? Discuss their characteristics and importance in the present context. 15
 5. Distinguish between :
(a) Individual Change and Organizational Change. 7½
(b) Reactive and Proactive Change. 7½
 6. Compare Training and Development. How are they different ? Explain in brief types of Training given to Employees. 15
 7. What is Controlling Process ? Discuss in brief methods of Control with suitable examples. 15
 8. Write notes on any two of the following : 2x7½=15
(a) How can the Interpersonal Problems be resolved ? Explain.
(b) Trait Theory of Leadership
(c) Any one Theory of Group Formation
(d) Coping with Stress at the Organisational Level