

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

Term-End Examination

February, 2021

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : Attempt any **five** questions. All questions carry equal marks.

1. (a) "To plan and manage for innovation is an ongoing task." Critically evaluate the statement with respect to managing innovation. 8
- (b) Distinguish between Operational planning and Strategic planning. 7
2. Write short notes on any **three** : 3×5=15
 - (a) Goals
 - (b) Strategy
 - (c) Policy
 - (d) Mission

3. (a) Explain the three phases of decision making in an organisation as enunciated by Henry Mintzberg. 8
- (b) State and explain briefly the types of decisions which are required by a manager. 7
4. (a) What are the different stages in the creative process ? Explain how these stages help to generate alternatives in decision making. 8
- (b) Discuss the advantages and disadvantages of group decision making. 7
5. (a) Discuss any five dimensions of Organisational Culture (OC). $7\frac{1}{2}$
- (b) List and explain the characteristics of managerial ethos. $7\frac{1}{2}$
6. (a) What is stress ? Discuss frustration as a cause of stress. 7
- (b) What are the objectives of executive/employee training ? Discuss the various techniques used in executive development ? 8

7. (a) What are the main techniques used in manpower demand forecasting at the macro level ? Discuss in brief. 8
- (b) What is control ? What are the pre-requisites and characteristics of Effective Control Systems ? 7
8. Write short notes on any **two** of the following : $7\frac{1}{2}+7\frac{1}{2}$
- (a) Trait theory of Leadership
- (b) Formal and Informal Groups
- (c) Constructive Confrontation
- (d) Control as a feedback system
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