

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

Term-End Examination

December, 2021

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Explain the role of a manager in a competitive scenario.
- (b) Describe the responsibility of a professional manager towards industry and competition. 7+8=15

2. Write notes on any **three** of the following skills of a manager : 3×5=15
 - (a) Decision-making Skills
 - (b) Controlling Skills
 - (c) Planning Skills
 - (d) Organising Skills

3. (a) Why is “strategy” important for achieving the objectives of a firm ?
- (b) Explain the process of strategy formulation. 7+8=15
4. Elaborate on the three-phase model of decision-making process. 15
5. Discuss any **two** of the following : $2 \times 7 \frac{1}{2} = 15$
- (a) Delegation and Decentralisation
- (b) Direct and Indirect Control
- (c) Formal and Informal Organisation
6. (a) Explain the Trait Theory of Leadership.
- (b) What are the behavioural aspects of interpersonal needs ? 7+8=15
7. (a) Explain the need for manpower planning.
- (b) What are the objectives of manpower planning ? $7 \frac{1}{2} + 7 \frac{1}{2} = 15$
8. (a) What do you understand by executive development ? Explain the objectives of executive development.
- (b) List different interventions which can help in managing stress at the organisational level. Briefly explain any four. 8+7=15