

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

Term-End Examination

December, 2022

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

Note : (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

1. (a) How does training programme help to postpone managerial obsolescence ? $7\frac{1}{2}$
- (b) As a leader, how can a manager build trust and confidence among his employees ? $7\frac{1}{2}$
2. "A manager has various responsibilities towards different segments of society. Explain with reference to responsibility towards customers. 15

3. How are policies, programmes and procedures different from mission, objectives and strategy ? Discuss. 15
4. Explain with the help of a diagram, the Gamesman model of decision-making process. 15
5. Write short notes on any *two* of the following : $7\frac{1}{2}+7\frac{1}{2}$
- (a) Environmental reasons as a cause of stress
 - (b) Reactive and proactive changes
 - (c) Need for training
 - (d) Control process
6. Explain the techniques/steps of micro forecasting followed in demand forecasting. 15
7. (a) To improve and resolve interpersonal problems, there is a need to engage in constructive confrontation ? Explain. $7\frac{1}{2}$
- (b) Discuss the contingency theory of leadership. $7\frac{1}{2}$
8. (a) What do you mean by “Group Dynamics” ? $7\frac{1}{2}$
- (b) What do you mean by “controlling skills” ? $7\frac{1}{2}$