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MVE–005

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

Term-End Examination

December, 2023

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) Describe the role of the manager as a change agent. 8
- (b) Explain how to retain talent on the basis of their sense of loyalty. 7
2. What are the responsibilities of a manager towards its employees and suppliers ? 15
3. Describe the leading skills and decision-making skills with examples. 15
4. (a) What is planning ? 8
- (b) Write a note on formulating a plan. 7

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5. (a) Define the word 'objectives'. Discuss in detail about long-run objectives. 8
- (b) What is strategy ? How does the strategy help to achieve objective ? 7
6. (a) What are the phases of decision-making and the process of its implementation ? 8
- (b) Explain the econologic model/economic man model of decision-making process. 7
7. Explain the causes of stress and its consequences in the context of workplace. 8+7
8. Write short notes on any *three* of the following :
5×3=15
- (a) Training and Education
- (b) Training and Development
- (c) Need for manpower planning
- (d) Manpower demand forecasting
- (e) Techniques of micro-forecasting