

POST GRADUATE DIPLOMA IN  
PHARMACEUTICAL SALES MANAGEMENT  
(PGDPSM)

Term-End Examination

June, 2017

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

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1. (a) Explain the role of a manager in managing innovation. 8
  - (b) What do you mean by the 'First Level Managers' ? Discuss their role in an organisation. 7
  2. (a) State the various aspects that the top management must take into account while framing the policies. 7
  - (b) Explain the economic man model of decision making process. 8
  3. Explain the concept of 'organisational culture' and the various factors that act as its determinants. 15

4. Distinguish between (attempt any two) : 7.5x2
- (a) Individual change and Organisational change.
  - (b) Evolutionary change and Revolutionary change.
  - (c) Reactive changes and Proactive changes.
5. (a) Explain briefly the process of executive development. 7
- (b) State the importance of Johari Window as a conceptual model for studying interpersonal awareness. 8
6. Explain the need for manpower forecast and its various types. Also state the purposes for which macro forecasts are used. 4,7,4
7. (a) Explain any two types of leadership styles. 8
- (b) State the importance of informal groups. 7
8. Write short notes on any two of the following : 7.5x2
- (a) Group Decision Making.
  - (b) Coping with stress at Individual Level.
  - (c) Benefits of Training to Employees.
  - (d) Importance of Induction.
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