

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

Term-End Examination

June, 2018

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

(ii) *All questions carry equal marks.*

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1. (a) Who is a professional manager ? How does a professional manager maintain a balance between Creativity and Conformity ? 7½
(b) Discuss the responsibility of a professional manager towards Union and Government. 7½
 2. Differentiate between strategic and operational planning with the help of examples. 15
 3. Explain the steps in brief for formulating a plan. 15
 4. Differentiate policies, programmes and procedures from mission, objectives and strategy. Explain with the help of examples. 15
 5. (a) Write a short note on Econologic model of decision making process. 7½
(b) Explain decision making under uncertainty with examples. 7½

6. (a) What are managerial ethos and explain their characteristics ? $7\frac{1}{2}$
- (b) List the determinants of Organisational Culture. Explain any two. $7\frac{1}{2}$
7. List and explain the causes of stress. 15
8. Write notes on any two of the following : $7\frac{1}{2} \times 2 = 15$
- (a) Types of group
- (b) Trait Theory
- (c) Objectives of manpower planning
- (d) Control as a feedback system