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MVE-005

**P. G. DIPLOMA IN  
PHARMACEUTICAL SALES  
MANAGEMENT (PGDPSM)  
Term-End Examination**

**June, 2019**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 75*

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

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1. "Preparing a plan is a step by step exercise."  
Identify these steps and explain them briefly. 15
  2. Explain the various techniques used in  
different steps of decision-making. 15
  3. (a) Discuss frustration as a cause of stress. 7  
(b) State and describe the personality factors  
which explain the process of resistance to  
change. 8
  4. (a) Why do the firms need to frame the policies  
in an organization ? Explain.  $7\frac{1}{2}$

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- (b) Explain the need of strategy for achieving the objectives of the firm.  $7\frac{1}{2}$
5. State the main responsibilities of a manager towards : 10, 5
- (a) Customers
- (b) Suppliers
6. Discuss the process of organisational change. 15
7. Explain the four stages of developing interpersonal relationships. 15
8. Write short notes on any *two* of the following :  $7\frac{1}{2}, 7\frac{1}{2}$
- (a) Leading skills
- (b) Mission
- (c) Control Process
- (d) Types of Training Programmes