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**MVE-005**

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

**Term-End Examination**

**June, 2020**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 75*

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

*(ii) All questions carry equal marks.*

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1. (a) What are the tasks of every manager ?

Discuss with the help of examples.  $7\frac{1}{2}$

**P. T. O.**

- (b) What steps can be taken by manager to maintain firm's efficiency in terms of profit generation ? Discuss. 7½
2. Explain with examples the organizing and leading skills of a manager. 15
3. Discuss the steps involved in formulating a plan. Give examples in support of your answer. 15
4. Explain the steps involved in the process of strategy formulation. What strategies are available to a firm ? Discuss with examples. 15
5. Discuss any *two* models of decision-making as per your choice. 15
6. Discuss the process of organizational change and the strategies to cope with it. 15

7. What do you understand by Manpower Planning ? Explain in brief manpower demand forecasting techniques. 15

8. Write notes on any *two* of the following :

$7\frac{1}{2}$  each

- (a) The Johari Awareness Model of Interpersonal process
- (b) Path-goal leadership theory
- (c) Types of Groups
- (d) Determinants of organizational culture