

No. of Printed Pages : 3

MVE-005

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

Term-End Examination

June, 2021

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) 'A manager has a wide range of diverse task to perform.' Discuss any **two** types of tasks with examples. 8
- (b) State and explain the main responsibilities of a professional manager towards his employees. 7
2. Discuss any **three** of the following skills of a manager in brief : 5×3=15
 - (a) Planning Skills

- (b) Organising Skills
- (c) Leading Skills
- (d) Controlling Skills
- (e) Decision Making Skills

3. (a) Discuss 'planning as an activity'. 7
- (b) Differentiate between the goals and objectives of a firm giving examples. 8
4. (a) What are the models of decision making process ? Explain any **one** model with the help of illustrations. 7
- (b) Discuss the concepts of organisational culture and organisational climate along with perceived characteristics of culture and climate. 8
5. (a) What is Stress ? What are the steps of the cognitive method in managing stress ? 7
- (b) Discuss the process of organisation change.

8

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6. What are the main objectives of training ?
Explain the steps in designing an effective
training programme. 15
7. (a) Briefly explain the process of manpower
planning. 7
- (b) “Management control is usually viewed as
a feedback system.” Explain this
statement. 8
8. (a) What is meant by Interpersonal
Orientation ? Describe the *four* stages of
developing interpersonal relationship. 9
- (b) Explain the contingency theory of
leadership. 6