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**MVE-005**

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

**Term-End Examination**

**June, 2023**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 75*

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

(ii) All questions carry equal marks.

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1. (a) Why is profit essential for the business ?  $7\frac{1}{2}$   
(b) Point out the responsibility of manager/firm towards the government.  $7\frac{1}{2}$
2. A manager needs to exercise unique set of planning and organising skills. Discuss in detail. 15
3. Explain the process of strategy formulation. 15
4. How are personal and organisational decisions different from basic and routine decisions ? Discuss. 15

**P. T. O.**

5. Write short notes on any *two* of the following :

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

- (a) Coping with stress of organisational level
- (b) Bottom up strategy of implementing change
- (c) Needs for training
- (d) Objectives of manpower planning

6. What do you mean by centralisation and delegation ? 15

7. (a) What do you mean by organisational climate ?  $7\frac{1}{2}$

(b) Point out the different powers of leaders and explain any *two*.  $7\frac{1}{2}$

8. (a) What do you mean by 'Group Dynamics' ?

$7\frac{1}{2}$

(b) Explain the safety and security needs offered by a group to individual.  $7\frac{1}{2}$