

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

**Term-End Examination**

**June, 2024**

**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. What are the responsibilities of managers towards customers and towards industry and competition ? 15
2. Describe the 'Organising Skills and Controlling Skills' of a manager. 15
3. (a) What is planning ? How is it related to future ? 7
- (b) Discuss strategic and operational planning.

8

**P. T. O.**

4. (a) What are the needs and objectives of manpower planning ? 8  
(b) Explain the different types of manpower planning. 7
5. (a) Discuss controlling and its objectives. 7  
(b) Describe the control process. 8
6. (a) What are the determinants of interpersonal behaviour ? 8  
(b) Discuss qualities that help to make the first impression. 7
7. Write short notes on any *three* of the following :  
5×3=15
- (a) Theory X and Y
  - (b) Ohio state studies
  - (c) Trait theory
  - (d) Path-goal leadership theory
  - (e) Techniques of micro-forecasting