

POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

December, 2011

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Briefly discuss any three tasks of a professional manager. 7.5x2=15
(b) Discuss responsibilities of a professional manager towards customers and shareholders.

2. Write short notes on *any three* of the following : 5x3=15
 - (a) Planning
 - (b) Controlling
 - (c) Organising
 - (d) Motivating and Leading
 - (e) Decision making

3. (a) Explain the managerial skill of a manager at human level. 7.5x2=15

- (b) Write a note on the various levels of managers in an organisation. Explain with the help of suitable examples.
4. Distinguish *any three* of the following : $5 \times 3 = 15$
- (a) Objectives and Goals.
 - (b) Top-down strategy and Bottom-up strategy
 - (c) Reactive and Proactive changes
 - (d) Formal and Informal organisations.
5. (a) Explain any three techniques used to generate alternatives in decision making. $7.5 \times 2 = 15$
- (b) List out the factors which determine an organisational culture. Discuss any five of them.
6. (a) Explain in brief any three causes of stress.
- (b) List out the six steps involved in the process of executive development. Explain each of them in brief. $7.5 \times 2 = 15$
7. (a) Explain honouring psychological contract as a part of developing inter personal relationship.
- (b) Explain any five types of manpower planning. $7.5 \times 2 = 15$

8. Write short notes on *any three* of the following : 5x3=15
- (a) Scientific Manager's style
 - (b) Centralisation
 - (c) the control process
 - (d) Culture or Climate
 - (e) Barriers to Communication planning as an activity.
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