

POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

June, 2010

00116

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : Given below are 8 questions, answer *any five* of the following.

1. (a) Role of manager in competitive scenario.
(b) Describe the manager's responsibility towards employees and suppliers. 7+8=15

- 2.. Write notes on *any three* of the following skills of a manager : 5x3=15
 - (a) Technical skills
 - (b) Conceptual skills
 - (c) Human skills
 - (d) Leading skills

3. (a) Explain and illustrate the various types of policies in functional areas. 7
(b) Explain the steps involved in formulating a plan. 8

4. Discuss *any three* of the following : 5x3=15
- (a) Brain-storming
 - (b) Synectics
 - (c) Nominal Grouping
 - (d) Creative thinking
5. (a) List out the pre-requisites of successful change. 5
- (b) Describe the process of identifying training needs. 10
6. Discuss *any two* of the following : 7½x2=15
- (a) Delegation and decentralisation
 - (b) Formal and informal organisation
 - (c) Direct and indirect control
7. Write notes on *any two* of the following leadership theories : 7½x2=15
- (a) Theory X and Y
 - (b) Trait theory
 - (c) Contingency theory
 - (d) Path-goal theory
8. (a) Describe any two theories of leadership. 7½
- (b) Describe any two types of groups. 7½
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