

00356

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

**Term-End Examination**

**June, 2011**

**MVE-005 : INTRODUCTION TO MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 75*

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

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1. (a) According to Katz how many types of managerial skills are recognised by managers and discuss any two of them. 8
  - (b) How a manager manages innovation for achieving the objectives of an organisation ? 7
  2. (a) Define mission objectives and goals and Explain their relevance for the successful working of an organisation. 7
  - (b) "Most of the decisions in large organisations are usually taken by a group of managers rather than a single individual manager." Elaborate on this statement and explain the advantages and disadvantages of group decision making. 8

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|----|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| 3. | (a) | Explain the concept of organisational culture and write the perceived characteristics of culture.                                                                                                                  | 7 |
|    | (b) | Explain any four common dimensions of organisational culture.                                                                                                                                                      | 8 |
| 4. | (a) | Discuss the three ways in which organisations can manage their dependence on external environment.                                                                                                                 | 7 |
|    | (b) | Explain any four steps involved in the process of executive development.                                                                                                                                           | 8 |
| 5. | (a) | Explain the concept of Johari Awareness Model of Interpersonal Process.                                                                                                                                            | 7 |
|    | (b) | Compare and contrast Theory X and Theory Y on Leadership styles and explain their relevance in the Indian contexts.                                                                                                | 8 |
| 6. | (a) | Arthun Bedeian identifies nine methods of control and classifies them into three categories based on their frequency of use. "Identify these three categories, and explain briefly the various methods of control. | 8 |
|    | (b) | Discuss the concepts of Centralization and Decentralisation and write the advantages of Centralisation.                                                                                                            | 7 |
| 7. | (a) | State the role of formal and informal groups in organisational functioning.                                                                                                                                        | 8 |
|    | (b) | Explain briefly the various steps involved in the planning process of an enterprise.                                                                                                                               | 7 |

8. Write short notes on **any two** of the following :
- (a) Distinction between Training and Development. **7½x2=15**
  - (b) Methods of Stress Management.
  - (c) Database for Manpower forecasting.
  - (d) Responsibility of a professional manager towards customers and suppliers.
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