

POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

June, 2012

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

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

1. (a) Discuss the responsibilities of a professional manager towards industry and competition.
(b) Explain the need for training in an organisation. 7½x2=15

2. Discuss *any three* of the following skills of a manager : 5x3=15
 - (a) Planning skills
 - (b) Organising skills
 - (c) Leading skills
 - (d) Controlling skills
 - (e) Decision making skills.

3. Write notes on *any two* of the following : 7½x2=15
 - (a) Mission of a firm
 - (b) Process of strategy formulation
 - (c) Policies

4. (a) Discuss the process of creative thinking as a means to generate alternatives in decision making. $7\frac{1}{2} \times 2 = 15$
- (b) Discuss the advantages and disadvantages of group decision making.
5. (a) Discuss the characteristics of managerial ethos. $7\frac{1}{2} \times 2 = 15$
- (b) Discuss any five types of groups present in an organisation.
6. (a) Discuss any five dimensions of organisational culture. $7\frac{1}{2} \times 2 = 15$
- (b) Write a note on the role expectations and conflict in an organisation.
7. (a) Explain the nature of change. Distinguish between Individual change and organisational change. $7\frac{1}{2} \times 2 = 15$
- (b) Explain the five types of power exercised by leaders in an organisation.
8. Write short notes on *any three* : $3 \times 5 = 15$
- (a) Informal groups
- (b) Group control
- (c) Training and Education
- (d) The Domino Effect
- (e) Mechanistic Decisions
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