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MVE-005

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

Term-End Examination

June, 2022

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

Note : (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

1. (a) Discuss briefly the responsibilities of a professional manager towards union. $7\frac{1}{2}$
- (b) Discuss how a manager manages innovation in a firm to achieve corporate objectives, giving suitable examples. $7\frac{1}{2}$

P. T. O.

2. Write short notes on any *three* of the following : 3×5=15
- (a) Retraining
 - (b) Training objectives
 - (c) Self-concept
 - (d) Mission of a firm
 - (e) Implicit favourite model
3. Differentiate between any *three* of the following : 3×5=15
- (a) Formal groups and Informal groups
 - (b) Theory X and Theory Y
 - (c) Individual change and Organisational change
 - (d) Culture and Climate
 - (e) Mission and Objectives
4. Discuss the three phases of decision-making in organisations as enunciated by Henry Mintzberg and state the types of decisions which you shall be required to make as a manager. 15

5. (a) State the *three* aspects of self-concept and explain the mechanism used by a person to protect one's self-concept and maintain interpersonal environment. 8
- (b) Discuss the path-goal leadership theory. 7
6. (a) Write a brief note on leading skills of an effective enterprise. $7\frac{1}{2}$
- (b) Discuss the process of formulating a plan for an enterprise. $7\frac{1}{2}$
7. (a) Define constructive confrontation and explain the principles to be observed for improving the effectiveness of confrontation. 8
- (b) Describe the positive features of delegation and decentralisation. 7
8. Explain the various methods of control as identified by Arthur Bedeian. 15