

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

Term-End Examination

June, 2015

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 75

Note : Answer any five questions. All questions carry equal marks.

1. (a) How does a manager maintain balance between creativity and conformity ?
Discuss. 7.5x2
- (b) Discuss the responsibility of a professional manager towards employees.

2. (a) Write a brief note on leading skills of an effective manager. 7.5x2
- (b) Discuss the process of formulating a plan for an enterprise.

3. (a) Explain the process of strategy formulation.
- (b) Differentiate between programmes and procedures giving suitable examples. 7.5x2

4. (a) Discuss the advantages and disadvantages of group decision making. 7.5x2
(b) Explain the following :
(i) Manpower planning
(ii) Contingency theory of leadership
(iii) Group Dynamics
5. (a) Explain the concept of training. Discuss how is it related to education and development. 7.5x2
(b) List out the main objectives of training. What is the criteria, which is followed while setting training objectives ?
6. (a) Discuss any two studies, which help us in understanding various leadership styles. 7.5x2
(b) Explain the Path-goal Leadership Theory.
7. (a) Explain the process of organisational change. 7.5x2
(b) Discuss any five personality related factors which can lead to resistance to change.
8. Explain **any three** of the following : 5x3
(a) Objective of executive development
(b) Tops - down and Bottoms - up strategy
(c) Acute Stress Response
(d) Analytical and judgemental decisions
(e) Types of policies
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