

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

Term-End Examination

December, 2010

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) | Explain the responsibilities of a professional manager towards employees and the society . | 8 |
| | (b) | Distinguish between operational planning and strategic planning. | 7 |
| 2. | (a) | What are the various models of decision making process ? Explain in detail any two of them. | 7 |
| | (b) | What are the different levels of managers ? Explain these levels with the help of a pharmaceutical organisation. | 8 |
| 3. | (a) | What is Stress ? Explain the environmental reasons for Stress. | 7 |
| | (b) | Explain briefly the major causes of stress and the methods of coping with it at the organisational level. | 8 |

4. (a) Explain the various strategies used for implementing organisational change in the context of a pharmaceutical company of your choice. 8
- (b) What do you mean by executive development ? State its objectives and its importance. 7
5. (a) The process of human resource planning begins with forecasting of manpower demand. "In the light of this statement state the need for manpower forecasting and the techniques used at the macro level for the purpose. 8
- (b) Explain the different types of Manpower forecasting. 7
6. (a) Explain briefly the four stages involved in interpersonal relationship. 8
- (b) Discuss the Traits Theory of leadership. 7
7. (a) What do you mean by Group Dynamics ? State the basic needs the groups help us to satisfy. 8
- (b) Explain the terms 'policies', 'procedures' and 'programmes', and identify some sample policies in any one functional areas of production, purchase and marketing. 7

8. Write short notes on *any two* of the following : $7\frac{1}{2} \times 2 = 15$

- (a) Leadership Styles
 - (b) Managerial Ethos and its characteristics
 - (c) Decision making under certainty
 - (d) Essentials of Effective Control System
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