

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES
MANAGEMENT (PGDPSM)
Term-End Examination
December, 2024**

MVE–005 : INTRODUCTION TO MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

1. (a) Why should managers strive to build human organisations ? How a manager retains talent in an organization and inculcate sense of loyalty ? 10
- (b) What is the foremost task of a manager to cope with the challenges of change ? Give examples. 5

2. What are the main responsibilities of a professional manager/firm towards his customers and shareholders ? Explain with examples. 15
3. Explain the basic skills that are required by all managers. Discuss the importance of each in the career growth of a manager of various levels of management. Give examples in support of your answer. 15
4. (a) What is mission of any organization ? How are mission statements made ? Discuss by giving examples of mission statements. 10
(b) What is a strategy ? Discuss the components of strategy with examples. 5
5. Discuss the types of managerial decisions and explain the three phase model of decision-making process. Discuss the same with examples. 15
6. (a) Discuss the process of organizational change given by Kurt Lewin and give examples in support. 10
(b) What is the Domino effect of change ? Explain. 5

7. Discuss the objectives of Manpower Planning and Manpower Demand. Explain the techniques used for forecasting. 15
8. What do you understand by control ? Explain the characteristics of effective control system and discuss how the control process can be used as a feedback system. 15

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