

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

Term-End Examination

June, 2026

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

(ii) All questions carry equal marks.

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1. (a) What do you mean by change ? How can a manager cope up with the challenges of change ? Give examples. 7½
 - (b) What do you mean by innovation ? How a manager manages for innovation ? Give examples in support. 7½

2. Explain the responsibility of a manager towards his/her customers, shareholders and employees. Give examples in support.

5+5+5

3. Write notes on the following :

(a) Technical skills of a manager

(b) Human skills of a manager $7\frac{1}{2}+7\frac{1}{2}$

4. (a) What is strategy ? Why is strategy needed for achieving objectives of the firm ? $7\frac{1}{2}$

(b) What do you understand by policies ? How do policies ensure smooth running of business operations ? Explain. $7\frac{1}{2}$

5. (a) Explain the kinds of decision modes based on complexity of the problem and the degree of certainty of the outcome of a problem with suitable examples. $7\frac{1}{2}$

(b) Explain Econologic or Economic man model of Decision-making. $7\frac{1}{2}$

[3]

6. (a) What are the dimension of organizational culture ? Explain with examples. 7½
- (b) What are managerial ethos and their characteristics ? Explain. 7½
7. What is organizational change ? Explain the process of organizational change with examples. 15
8. How is training different from development? Explain the activities involved in designing a training programme for employees. 15

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