

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES
MANAGEMENT (PGDPSM)
Term-End Examination
June, 2025**

MVE-005 : INTRODUCTION TO MANAGEMENT

Time : 3 Hours

Maximum Marks : 75

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

1. What do you understand by Managerial Skills ? In this context, explain the tasks of a professional manager. 15
2. What is Planning ? Explain the steps in formulating a plan and discuss the distinction between strategic and operational planning. 15
3. What is Strategy ? Explain the process of strategy formulation. 15

4. (a) What is stress and its causes ? Discuss with examples. 8
- (b) What can be done for coping with stress at individual level ? Discuss with examples. 7
5. Explain the objectives of training and discuss how training needs are identified. List the various types of training and discuss the need and importance of training. 15
6. Discuss the need and objectives of manpower planning. Explain the process of manpower planning and discuss the techniques used for manpower demand forecasting. 15
7. What are the determinants of Interpersonal Behaviour ? Discuss the Johari Awareness Model of interpersonal process. 15
8. (a) Explain the Trait theory of leadership with example. 8
- (b) Differentiate Reward power and Coercive power of a leader. 7

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