

Printed Pages : 2



PHARM483

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 150807

Roll No.

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B.Pharm.

(SEM. VIII) THEORY EXAMINATION, 2014-15
PHARMACEUTICAL INDUSTRIAL MANAGEMENT

Time : 3 Hours]

[Total Marks : 80

- Note:** (1) This question paper contains five Questions.
 (2) Follow the instructions given in each section.

1 Write a notes on **any four.** **4×4=16**

- (a) Entrepreneurship development
- (b) Planning and Organizing
- (c) Coordination and Communication
- (d) Decision making and leadership
- (e) Personnel management.

2 Write a notes on **any four.** **4×4=16**

- (a) Differentiate between wholesale, retail, department store, multiple shop and mail order business.
- (b) Give in Detail Various advertising techniques in marketing
- (c) Write a note on Channels of distribution

- (d) Write a note on recruitment, training, evaluation and compensation to the pharmacist.
- (e) Discuss about principles of sales promotions and ethics of sales.

3 Attempt **any four** parts of the follow. **4×4=16**

- (a) Stores in material management.
- (b) inventory control.
- (c) Basic principles of materials management.
- (d) Evaluation of materials management.
- (e) Process Flow.

4 Attempt **any two** parts of the follow. **8×2=16**

- (a) Discuss in detail the different types of cash book and Preparation of trial balance.
- (b) Enumerate the various precautions to be taken while drafting a cheque and rectification of errors.
- (c) Write a note on principles of economics with special reference to demand schedule and demand curves.

5 Attempt **any two** parts of the follow. **8×2=16**

- (a) Write a note on meaning and Forecasting Market Demand. How the future demand of a market is estimated ?
- (b) Define market research. Differentiate between primary and secondary data. Explain the different techniques of collecting primary data.
- (c) Write a note on Research report and significance of Market research.