

Paper Id: 

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**B PHARM**  
**(SEM. VIII) THEORY EXAMINATION 2018-19**  
**PHARMACEUTICS-XI**  
**PHARMACEUTICAL MANAGEMENT AND MARKETING**

*Time: 3 Hours**Total Marks: 70***Note :** Attempt all Sections. If you require any missing data, choose suitably.

**SECTION A**

- 1. Attempt all question in brief** **(2X10=20)**
- a) Mention the differences between marketing and selling
  - b) What do you mean by coordination
  - c) Suggest the differences between recruitment and selection
  - d) What are the differences between primary and secondary data
  - e) What are the role of finance manager in a company?
  - f) Suggest the various techniques of inventory control.
  - g) What is e-commerce?

**SECTION B**

- 2. Attempt any three of the following** **(7X3=21)**
- a) What are the various sources of recruitment of pharmacists. .
  - b) Explain the various stages of product life cycle.
  - c) What are the different channels of distribution of pharmaceuticals.
  - d) Explain geodemographic analysis
  - e) Describe the techniques of estimation of industrial sales..

**SECTION C**

- 3. Attempt any one part of the following** **(7X1=7)**
- a) What are the various steps of planning? Explain planning premises
  - b) Write short note on entrepreneurship development
- 4. Attempt any one part of the following** **(7X1=7)**
- a) Write down the types of communication. Explain the barriers of effective communication
  - b) Explain Maslows need hierarchy model of motivation.
- 5. Attempt any one part of the following** **(7X1=7)**
- a) How will you evaluate performance of an employee.
  - b) Write short note on production management
- 6. Attempt any one part of the following** **(7X1=7)**

- a) How will you recruit and train your sales forces for better performance?
- b) Write short note on ethics of pharmaceutical sales

**7. Attempt any one part of the following (7X1=7)**

- a) What are the various steps of market research? Explain the various sources you need to explore to gather primary data.
- b) Discuss the mechanism of market segmentation.