

Pharmaceutical Industrial Management

Time : Three Hours

rgpvonline.com

Maximum Marks : 70

Note: Attempt any five questions. All questions carry equal marks.

[2]

- | | | | |
|---|---|---|----|
| 1. a) How does Material management is done and how inventories can be controlled effectively? | 9 | 5. What is Pharmaceutical marketing? How it is different than sales? Explain in details whole sale, retail and other ways of marketing. | 14 |
| b) Prepare flow diagram of enteric coated Tablet manufacturing + Blister packing using Dry granulation. | 5 | | |
| 2. a) Write concept note on status of pharmaceutical industry in India? | 5 | 6. a) What is profit and loss account. | 4 |
| b) Write concept note on storage of pharmaceutical APIs/ What are different storage conditions? | 5 | b) Write all component of balance sheet. | 6 |
| c) Write short note on entrepreneurship development. | 4 | c) What are promissory notes and Hundies. | 4 |
| 3. a) How sales promotion is done? What are sales ethics? | 8 | 7. Write short notes on : | |
| b) Explain window display and literature detailing. | 6 | a) Principles of Accountancy | 3 |
| 4. a) How does demand schedule is prepared and what is demand curve? | 6 | b) Technical data sheet | 3 |
| b) Explain laws of demand and supply. | 4 | c) Principles of Insurance | 3 |
| c) Write a note on importing and exporting procedure? | 4 | d) Performance evaluation techniques | 5 |

rgpvonline.com