

PY-601

B.Pharm. VI Semester

Examination, June 2013

Pharmaceutical Industrial Management

Time : Three Hours

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Maximum Marks : 70

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

1. What is the status of pharmaceutical industries in India? What are technical data sheets and how are they prepared?
2. Explain the role of inventory control in materials management. What are the methods of stock control in pharmaceutical industry?
3. Briefly discuss the performance evaluation techniques in pharmaceutical product management. What are the essential components of a balance sheet?
4. Discuss the general principles of insurance. Explain the procedure of importing goods.
5. Discuss the basic principles of materials management and their relationship with production management.
6. How do the following differ?
 - a) Cheques and promissory notes
 - b) Advertising and window display
 - c) Administrative and Operative management
 - d) Pharmaceutical marketing and general marketing
7. Write notes on any three of the following :
 - a) Mail order business
 - b) Demand schedule
 - c) Ledger posting
 - d) Ethics of sales promotion

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