

Roll No

PY-601**B.Pharm. VI Semester**

Examination, June 2016

Pharmaceutical Industrial Management**Time : Three Hours****Maximum Marks : 70**

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.
 ii) All parts of each questions are to be attempted at one place.
 iii) All questions carry equal marks, out of which part A and B (Max.50 words) carry 2 marks, part C (Max.100 words) carry 3 marks, part D (Max.400 words) carry 7 marks.
 iv) Except numericals, Derivation, Design and Drawing etc.

1. a) Define Pharmaceutical Management.
 b) What do you understand by project formulation? Discuss in brief.
 c) What is Factory Planning? Explain its importance.
 d) What is Factory Layout? Discuss it and its preparation in context to Pharmaceutical factory planning.

OR

What do you understand by Project Evaluation? Discuss its method and role in project implementation.

2. a) List various principles of management.
 b) What is Entrepreneurship Development? Discuss
 c) Differentiate between Administrative and Operative management.
 d) What do you understand by Management? Discuss its various functions in detail.

OR

PY-601

PTO

What is Material Management? Discuss its importance in purchase, store and inventory control.

3. a) What is Production Management? Discuss.
 b) List various principles of Accountancy.
 c) What do you understand by books of accounts? Discuss journal recording with two business transactions.
 d) What do you understand by Financial Statements? Differentiate between balance sheet, profit and loss account and trial balance.

OR

Write notes on :

- i) Rectification of errors
 ii) Bank reconciliation statement

4. a) What are various determinants of demand and supply? List them.
 b) Describe law of demand with demand schedule and curve.
 c) Differentiate between Inland and Foreign trade.
 d) What do you understand by term - Insurance? Discuss its various principles.

OR

What do you understand by pharmaceutical marketing? Discuss its functions.

5. a) What is Window Display? Discuss.
 b) Define is Literature Detailing? Discuss its importance.
 c) What do you understand by ethics of sales? Discuss its importance in pharmaceutical industry.
 d) Define term Sales Promotion. Differentiate it from advertising.

OR

Discuss various principles of sales promotion in detail.

PY-601