

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

Examination, June 2015

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.

Unit - I

1. a) What is Project Formulation?
 b) What do you mean by Factories Layouts?
 c) Describe preparation of flow diagram.
 d) Briefly Discuss the status of pharmaceutical industries in India.

OR

Discuss the various steps of project Planning.

Unit - II

2. a) What is Planning?
 b) What is Controlling?
 c) What do you mean by Principles of Management?
 d) Briefly describe the administrative and operative management.

OR

What do you mean by material management? Explain the basic principle of material management.

Unit - III

3. a) What is Book Keeping?
 b) Write a note on "Treatment of Cheques".
 c) Describe the promissory note and hundies.
 d) Give the detail Specimen of Final Accounts and Balance Sheet.

OR

Give the detail Proforma of bank reconciliation statement.

Unit - IV

4. a) What do you mean by Market research?
 b) Explain mail order business.
 c) Discuss the laws of Demand and Supply.
 d) Explain the functions of pharmaceuticals marketing.

OR

Write a detailed note on foreign trade and procedure of exporting.

Unit - V

5. a) Explain ethics of sales.
 b) Explain role of Advertising.
 c) What are the principles of sales promotion?
 d) Explain importance of window display and literature detailing in pharmaceutical salesmanship.

OR

Discuss Salesmanship Vs. Merchandising.
