

5. a) What is sales promotion?  
b) What do you mean by sales ethics?  
c) Explain different types of advertising.  
d) Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organization?

OR

What is merchandising? How it is important in retail and distribution management?

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Roll No .....

**PY - 601**

**B.Pharm. VI Semester**

Examination, December 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) What is Project Evaluation?  
b) What is Project Feasibility?  
c) What do you mean by Project Appraisal?  
d) How a project is classified? Give the characteristics of a project?

OR

What is project cycle? What are the phases of project management?

2. a) What are the functions of management?  
b) What do you mean by Administrative Management?  
c) What are the basic principles of Material Management?

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- d) Evaluate the importance of Economics Order Quantity in bringing down the cost of Material Management.

OR

From the following find out EOQ and the number of orders to be placed

Annual Requirements - 10,000 units

Ordering Cost - Rs.50 per order

Cost per unit - Rs.2

Carrying Cost - 8%

3. a) Define Production Management.  
b) What is a Trail Balance?  
c) Explain the Accounting Concepts.  
d) Prepare a Double Column Cash Book from the following transactions.

Sep 1	Cash in hand	7,500
	Bank overdraft	3,500
Sep 2	Paid wages	200
Sep 5	Cash sales	7,000
Sep 10	Cash deposited into bank	4,000
Sep 15	Goods purchased and paid by cheque	2,000
Sep 20	Paid rent	500
Sep 25	Drew from bank for personnel use	400
Sep 30	Salary paid	1,000

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[3]

OR

The Bank Account of Mukesh was balanced on 31<sup>st</sup> March, 2006. It showed an overdraft of Rs. 5,000. The bank statement of Mukesh showed a credit balance of Rs. 76,750. Prepare a Bank reconciliation statement taking the following into account:

- Cheques issued but not presented for payment till 31.3.2006 Rs.12,000.
- Cheques Deposited but not collected by bank till 31.3.2006 Rs. 20,000.
- Interest on term-loan Rs. 10,000 debited by bank on 31.3.2006 but not accounted in Mukesh's book.
- Bank charges Rs. 250 was debited by bank during March, 2006 but accounted in the books of Mukesh on 4.4.2006.
- An amount of Rs. 1,00,000 representing collection of Mukesh's cheque was wrongly credited to the account of Mukesh by the bank in their bank statement.

4. a) What is the law of demand?  
b) What are the determinants of Demand?  
c) How is the shift in demand different from change in demand?  
d) Discuss various process and procedures involved in Pharmaceutical Distribution.

OR

Discuss the important functions of Pharmaceutical Marketing.

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