

PY - 601  
B.Pharmacy VI Semester  
Examination, December 2014  
Pharmaceutical Industrial Management

Time : Three Hours

Maximum Marks : 70

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

1. a) How are flow-diagrams prepared?  
b) What is their importance in pharmaceutical industry?
2. a) Define and differentiate administrative and operative management.  
b) What is the importance of market research in pharmaceutical industry?
3. a) Suggest a suitable project formulation for the manufacture of liquid oral products.  
b) How will you evaluation and implement this project?
4. a) Explain the methods of inventory control in pharmaceutical industry.  
b) How should a demand schedule be prepared?
5. a) Explain the purpose of bank reconciliation statement.  
b) Give a brief account of most modern methods of advertising.
6. a) Explain the general principles of inland and foreign trade.  
b) Discuss the role of purchase in materials management.
7. a) Discuss the role of entrepreneurship development in modern pharmaceutical industry.  
b) Give a brief account of performance evaluation technique.
8. Write notes on any three of the following
  - a) Window display
  - b) Demand schedule
  - c) Ledger posting
  - d) Technical data sheets