

**PY-601**

**B. Pharm. (Sixth Semester)**

**EXAMINATION, June, 2012**

**PHARMACEUTICAL INDUSTRIAL MANAGEMENT**

**rgpvonline.com (PY-601)**

*Time : Three Hours*

*Maximum Marks : 70*

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

1. Elaborate the principles of sales promotion. Add notes on window display and literature detailing. 14
2. Design a project for formulation of injectable, its evaluation and implementation. 14
3. What are the principles of economics with special reference to demand and supply, demand schedule and demand rules ? 14
4. Briefly explain the principles of management. Elaborate administrative and operative management Intrepreneurship. 14
5. Discuss various performance evaluation techniques used in pharmaceutical production. Comment on promissory notes and hundies. 14

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6. (a) Give the procedure of exporting goods. 7  
(b) Discuss in detail about wholesale and retail pharmaceutical marketing. 7
7. Write notes on any *two* of the following : 7 each
  - (i) Ethics of sale and advertising
  - (ii) Principles of insurance and foreign trade
  - (iii) Status of pharmaceutical industry in India