FINAL YEAR B.PHARM. SEMESTER-VIII (2011 Course) :
SUMMER - 2019
SUBJECT : PHARMACEUTICAL MANAGEMENT

Day : Wednesday
Date : 08/05/2019
S-2019-4466
Time : 02.00 PM TO 05.00 PM
Max. Marks : 80

N. B. :

1) Question No. **ONE** and **FIVE** are **COMPULSORY**. Attempt **ANY TWO** questions from each section out of remaining.
2) Draw neat labeled diagrams, if necessary.
3) Both the sections should be written in **SEPARATE** answer book.

SECTION - I

Q.1 Solve **ANY FIVE** of the following" **(10)**
a) Explain why management is art, science and profession.
b) Define Rules and procedures.
c) What is Dunkel text?
d) Define BEP and PERT.
e) Give four merits of women in enterprise.
f) Comment on EOQ.
g) Define Budget. State its advantage.

Q.2 **a)** Give an account of Historical development of pharmacy profession in India. **(08)**
b) Discuss the concepts of management. **(07)**

Q.3 **a)** What is Departmentation? Discuss departmentation by geography and product. **(08)**
b) Discuss MBO process. Give its merits and demerits. **(07)**

Q.4 Write short notes on **ANY THREE** of the following: **(15)**
a) Matrix organization
b) Techniques of inventory control
c) Staffing process in an enterprise
d) Current states of pharma industry in India.
e) Leadership style and behaviour

SECTION - II

Q.5 Solve **ANY FIVE** of the following: **(10)**
a) What is role of pharamcist in Q. C. department?
b) Define life cycle of a pharma product.
c) Enumerate various subparts in GMP.
d) Mention duties of a co-coordinator of ISO 9000-2001 series.
e) Show schematically the sales department of pharma industry.
f) Discuss functions of vice president of a sales department.
g) Differentiate between QA and QC.

Q.6 **a)** Discuss various methods of increase the productivity in pharmaceuticals. **(08)**
b) Give a detail account of audits in pharma industry. **(07)**

Q.7 **a)** Discuss GMP in relation to building facilities. **(08)**
b) Discuss various principles of ISO 9000-2001 series. **(07)**

Q.8 Write short notes on **ANY THREE** of the following: **(15)**
a) Organization of a sales department
b) GLP and its importance
c) Process validations
d) Standardization of instruments and its significance
e) Product life cycle

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