

**FINAL YEAR B.PHARM. SEMESTER-VIII (CBCS - 2015 Course) :
SUMMER - 2019**

SUBJECT: PHARMACEUTICAL MANAGEMENT

Day: Sunday
Date: 05/05/2019

S-2019-4416

Time: 02.00 PM TO 05.00 PM
Max. Marks: 60

N.B.:

- 1) **Q. No. 1 and Q. No. 5 are COMPULSORY.** Out of the remaining attempt any **TWO** questions from each section.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.
- 4) Draw neat diagrams **WHEREVER** necessary.

SECTION-I

Q.1 Solve any **FIVE** of the following: **(10)**

- a) Management is art, science and profession. Explain
- b) Define policy and strategy.
- c) What BEP? State its applications.
- d) Define lead time. Give its significance.
- e) Differentiate between Dunkel Text and Indian Patent Act 1970
- f) Explain Taylors principles of management.
- g) Give a schematic representation of system approach to management.

Q.2 a) Discuss various techniques of inventory control. **(05)**

- b) Solve the following example two identify Normal critical path and crashed critical path with time and money involved. **(05)**

Activity	Time		Money	
	Normal	Crash	Normal	Crash
1→2	6	4	4000	6000
1→3	4	2	6000	8000
2→3	4	3	5000	8000
3→4	6	4	8000	10,000
4→5	2	1	4000	6000

Q.3 a) Discuss history of pharmacy profession in India. **(05)**

- b) Discuss in detail steps in staffing. **(05)**

Q.4 Write short notes on any **TWO** of the following: **(10)**

- a) Performance appraisal techniques
- b) Line staff relationship
- c) Matrix organization
- d) Fayol's theory of management

P. T. O.

SECTION-II

- Q.5** Solve any **FIVE** of the following: **(10)**
- a) Define market research.
 - b) What is brand equity?
 - c) Enumerate steps in production management.
 - d) State functions of C and F agent in marketing.
 - e) Define ISO standardization.
 - f) Enumerate 7P's of marketing.
 - g) Enlist drawbacks of ISO standardization.
- Q.6** a) Discuss various factors affecting production management. **(05)**
- b) Give an account of process of launching a new product in market. **(05)**
- Q.7** a) Discuss various stages of life cycle of product. **(05)**
- b) Discuss various promotional aids in marketing. **(05)**
- Q.8** Write short notes on any **TWO** of the following: **(10)**
- a) Qualities of sales person
 - b) Export of pharmaceuticals
 - c) Principles of QMS
 - d) Methods to increase productivity

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