

FINAL YEAR B.PHARM. SEMESTER-VIII (2011 COURSE) :
WINTER - 2017

SUBJECT: PHARMACEUTICAL MANAGEMENT

Day: **Monday**

Time: **02.00 PM TO 05.00 PM**

Date: **20/11/2017**

W-2017-3854

Max Marks: 80

N.B:

- 1) Q. No 1 and 5 are **COMPULSORY**.
 - 2) Attempt any **TWO** questions from each section.
 - 3) Use separate answer sheets for both the sections.
 - 4) Figures to the right indicate **FULL** marks.
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SECTION-I

- Q.1** Solve any **FOUR** of the following: **(10)**
- a) Give symmetric presentation showing system approach to management.
 - b) Define strategy.
 - c) Discuss merits of GATT.
 - d) Differentiate between entrepreneur & intrapreneur.
 - e) Explain management as an art, science & profession.
- Q.2** a) Discuss in detail decentralization in an enterprise. **(08)**
b) Give detailed account of departmentization by geography. **(07)**
- Q.3** a) Discuss the different control measures in an organization. **(08)**
b) Discuss staffing in an enterprise. **(07)**
- Q.4** Write notes on **ANY THREE** of the following: **(15)**
- a) Strength & weaknesses of MBO process
 - b) Decision making
 - c) Leadership traits
 - d) Appraisal techniques

SECTION-II

- Q.5** Solve any **FOUR** of the following: **(10)**
- a) What is mean by effective material management?
 - b) Give schematic presentation of organization of sales department in pharma industry.
 - c) Discuss purchasing principles.
 - d) Give the importance of inventory control.
 - e) Enlist the preamble of GLP.
- Q.6** a) What is ISO 9000- 2001 series? State its merits and demerits **(08)**
b) Write a note on internal quality audits. **(07)**
- Q.7** a) Discuss GMP regulations in relation to building production facilities. **(08)**
b) Discuss various provisions in the preparation of SOP. **(07)**
- Q.8** Write notes on **ANY THREE** of the following: **(15)**
- a) Features of ISO 9000- 2001
 - b) Product life cycle
 - c) Inventory control techniques
 - d) Steps involved in launching a pharma products