

**BACHELOR OF PHARMACY (B. PHARM.) (CBCS - 2015 COURSE)**  
**Final Year B. Pharm. Sem-VIII :SUMMER- 2022**  
**SUBJECT : PHARMACEUTICAL MANAGEMENT**

Day : Wednesday  
Date : 20-07-2022

**S-13731-2022**

Time : 02:00 PM-05:00 PM  
Max. Marks : 60

**N.B. :**

- 1) **Q. No. 1 and Q. No. 5 are COMPULSORY.** Out of remaining solve **ANY TWO** questions from each section.
- 2) Answers to both sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Solve **ANY FIVE** of the following: **(10)**
- a) Explain why management is art, science and professions?
  - b) Give a layout of system approach to management.
  - c) Define productivity.
  - d) Write the difference between intrapreneur and entrepreneur.
  - e) State any four principles of Frederic Taylor.
  - f) Define procedure and policy.
  - e) Give advantages of multinational organization.
- Q.2** a) Discuss the system approach to management. **(06)**  
b) Discuss principles by Henri Fayol. **(04)**
- Q.3** a) Discuss different types of plans. **(06)**  
b) What is MBO process? Discuss its strength and weaknesses. **(04)**
- Q.4** Write notes on **ANY TWO** of the following: **(10)**
- a) Decision making.
  - b) Organisation by geography and product.
  - c) Departmentation.

**SECTION-II**

- Q.5** Solve **ANY FIVE** of the following: **(10)**
- a) What is desk research? Give its merits and demerits.
  - b) Explain branding of product.
  - c) Give merits of ISO standardization.
  - d) Define the term marketing. How does pharma marketing differs from other products?
  - e) Give the difference between marketing and selling.
  - f) What are the objectives of sales promotions?
  - e) State the function of field research.
- Q.6** a) Discuss market research giving its advantages. **(06)**  
b) Give a detailed account of 7 P's of marketing. **(04)**
- Q.7** a) Discuss various steps in launching a pharma product. **(06)**  
b) Give a detailed account of different stages in life cycle of pharma product. **(04)**
- Q.8** Write notes on **ANY TWO** of the following: **(10)**
- a) ISO standardization principles.
  - b) Methods to increase productivity.
  - c) Drug development process.

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