

Roll No.

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Total No. of Questions : 10]

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B. Pharmacy (Sem. - 7th)

PHARMACEUTICAL INDUSTRIAL MANAGEMENT

SUBJECT CODE : PHM-4.7.3

Paper ID : [D0134]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 80

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.
- 3) Attempt any **Three** questions from Section - C.

Section - A

Q1)

(15 x 2 = 30)

- a) Documentary bills.
- b) Decision making.
- c) Maslow need hierarchy.
- d) Visible inputs.
- e) Material management.
- f) Ledger.
- g) Perpetual inventory control.
- h) EOQ.
- i) Record keeping.
- j) Process flow.
- k) Innovation.
- l) Channels of distribution.
- m) Profit and loss account.
- n) Detailing.
- o) Define Motivation.

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P.T.O.

Section - B

(4 x 5 = 20)

- Q2)** Discuss the importance of planning and organization in management.
- Q3)** Discuss the procedure for importing of goods.
- Q4)** What is geodemographic analysis?
- Q5)** What is the importance of inventory control in pharmaceutical management?
- Q6)** Discuss the importance of estimating future demand.

Section - C

(3 x 10 = 30)

- Q7)** Discuss the major areas, scope and importance of material management.
- Q8)** Discuss the following
- (a) Multiple shop business.
 - (b) Channels of distribution.
- Q9)** Discuss the various aspects of production management.
- Q10)** Discuss in detail the various principle of accountancy.

