

Roll No.

Total No. of Questions : 10]

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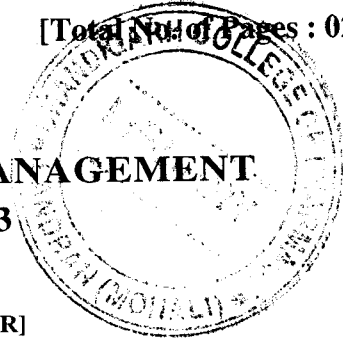
B.Pharmacy (Sem. - 7th)

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 × 2 = 30)

- a) Define Management by Objectives.
- b) Abbreviate MBE.
- c) What is the purpose of Trial Balance?
- d) What is Bank Reconciliation Statement?
- e) What is the relationship between demand and supply?
- f) Write any two benefits of Insurance?
- g) What are the differences between wholesale and retail trade?
- h) Define sales evaluation.
- i) What is Market Segmentation?
- j) Name the channels of distribution.
- k) Abbreviate PERT.
- l) What is the use of ABC Method?
- m) What are the invisible inputs?
- n) What do you understand by Inventory control?
- o) Name the performance evaluation techniques.

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P.T.O.

Section - B

(4 × 5 = 20)

- Q2)** Define communication process with a suitable example.
- Q3)** What do you mean by rectification of errors? Name the various errors found in the books of accounts.
- Q4)** What is the relationship between authority and responsibility?
- Q5)** What are the various sources of recruitment?
- Q6)** Distinguish between Morale and Motivation.

Section - C

(3 × 10 = 30)

- Q7)** Define communication? Discuss the various modes of communication.
- Q8)** Write short notes on :
(a) Bill of Exchange.
(b) Promissory Notes.
- Q9)** State the various channels of advertisement.
- Q10)** Discuss the various methods of forecasting.

