

Roll No. ....

Total No. of Questions : 10]

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## Paper ID [D0134]

(Please fill this Paper ID in OMR Sheet)

**B.Pharmacy (Sem. - 7<sup>th</sup>)**

**PHARMACEUTICAL INDUSTRIAL MANAGEMENT (PHM - 4.7.3)**

**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.
- b) Who is an entrepreneur?
- c) Define motivation.
- d) What is delegation of authority?
- e) What are the columns of a cash book?
- f) What is a promissory note?
- g) Why labour welfare is important?
- h) What are channels of distribution?
- i) Define marketing management.
- j) Define sales promotion.
- k) What is market research?
- l) Define advertising.
- m) What is the significance of inventory control?
- n) What is demand forecasting?
- o) What are invisible inputs?

### Section - B

(4 × 5 = 20)

- Q2)** Discuss the principles of management.
- Q3)** Explain the procedure of exporting goods.
- Q4)** Explain the sources of recruitment.
- Q5)** Discuss how will you estimate market share of your product?
- Q6)** Discuss the purposes of market segmentation.

### Section - C

(3 × 10 = 30)

- Q7)** Define communication. Discuss its process.
- Q8)** Explain various principles of accountancy.
- Q9)** Discuss the functions of pharmaceutical marketing.
- Q10)** Explain the significance and scope of materials management.

