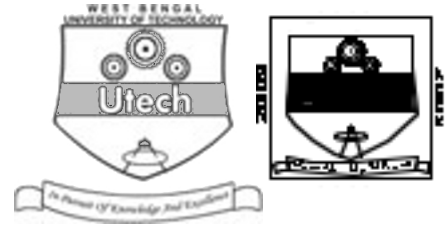


PHARMACEUTICAL INDUSTRIAL MANAGEMENT (SEMESTER - 8)

CS / B.Pharm / SEM-8 / PT-812 / 09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / B.Pharm / SEM-8 / PT-812 / 09

ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

PHARMACEUTICAL INDUSTRIAL MANAGEMENT (SEMESTER - 8)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

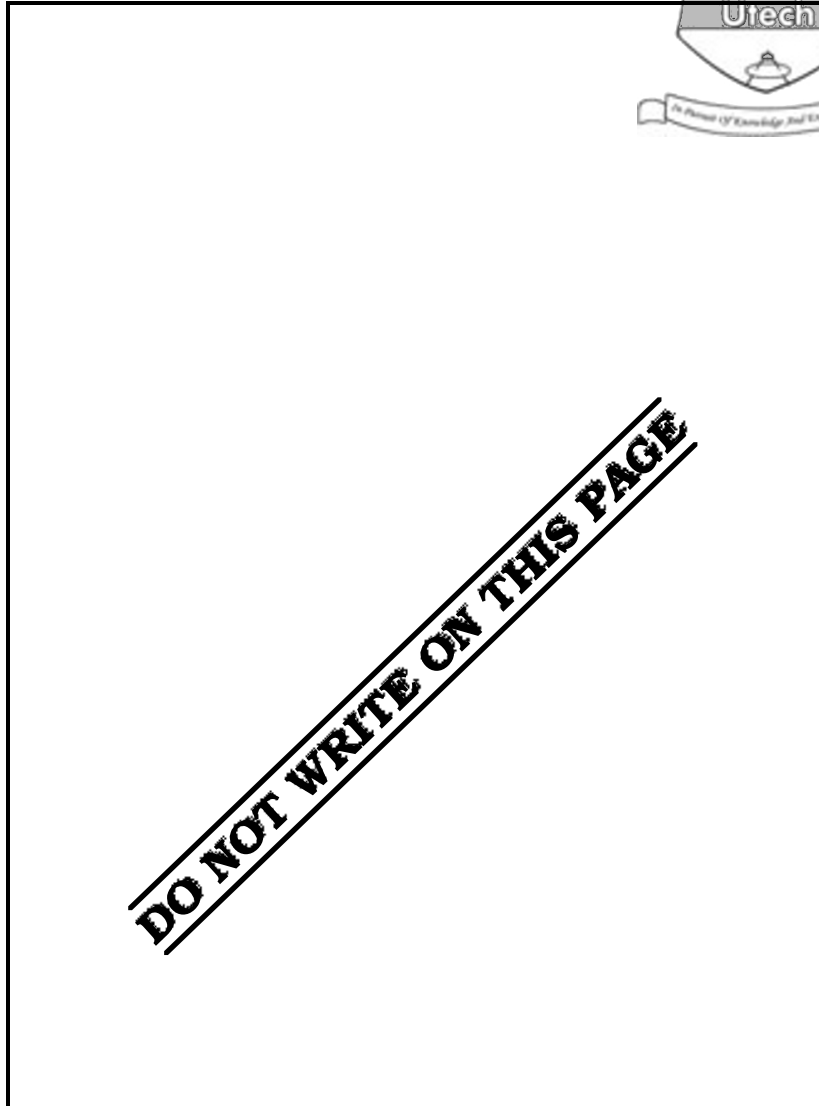
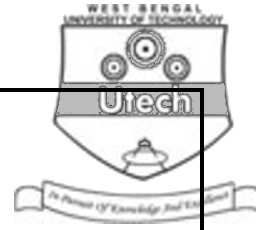
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Marks Obtained																	

.....
Head-Examiner / Co-Ordinator / Scrutineer

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ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL - 2009
PHARMACEUTICAL INDUSTRIAL MANAGEMENT
SEMESTER - 8



Time : 3 Hours]

[Full Marks : 70

GROUP - A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) "Economics is a study making in the ordinary business of life." Who proposed this definition of economics ?

- | | | |
|-------------------|---------------|--------------------------|
| a) Alfred Marshal | b) Adam Smith | |
| c) Lord Robbin | d) Samuelson. | <input type="checkbox"/> |

ii) Scientific Management theory was proposed by

- | | | |
|----------------|----------------|--------------------------|
| a) Henry Fayol | b) F.W. Taylor | |
| c) Samuelson | d) Mckinsey. | <input type="checkbox"/> |

iii) When tenders are invited by advertisement, it is called tender.

- | | | |
|------------|----------|--------------------------|
| a) single | b) open | |
| c) limited | d) oral. | <input type="checkbox"/> |

iv) Which of the following is a function of HRM ?

- | | | |
|---------------|-------------------------|--------------------------|
| a) Placement | b) Market research | |
| c) Accounting | d) Production planning. | <input type="checkbox"/> |

v) The objective of advertisement is

- | | |
|---|--------------------------|
| a) to create motivation among employee | |
| b) to create demand through positioning | |
| c) investment | |
| d) to supply goods into the market. | <input type="checkbox"/> |

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vi) Strategic planning does not include

- a) market orientation
- b) market segmentation
- c) customer satisfaction
- d) SWOT analysis.



vii) Major step in effective selling starts from

- a) pre-approached method
- b) presentation and documentation method
- c) prospecting and qualifying method
- d) follow-up and maintenance method.

viii) The function of production management is

- a) destroying the production process
- b) wrong implementation of the plan and related activities
- c) to design and development of production process
- d) to misutilize the underemployed resources.

ix) Mail order business is

- a) wholesale trade
- b) direct selling trade
- c) retailer trade
- d) retail trade by post.

x) A treble column cash book does not include

- a) cash column
- b) bank column
- c) trade discount
- d) cash discount.



xi) Which of the following is a fictitious asset ?

a) Stock-in-trade

b) Copyright

c) Bills receivable

d) Debtors.



xii) Delegation of authority means

a) sharing profits

b) sharing responsibilities

c) sharing leadership

d) giving up responsibilities.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Briefly describe the process of communication.
3. Explain the term 'demand'. How goods are classified with reference to demand ?
4. Write short note on inventory control.
5. What are the major difference between general marketing and pharmaceutical marketing ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

6. Write short notes on the following :
a) Departmental store
b) Planning
c) SWOT analysis
d) Demographic segmentation
e) Recruitment.

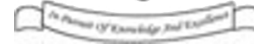


7. Briefly describe the process of import procedure. Define the term 'Labour welfare'. Give a brief account of the welfare activities organised by different agencies in India.



6 + 3 + 6

8. a) Describe the different types of ledger accounts.



b) What is bill of exchange ?

c) Describe the various advantages of cash book.

5 + 5 + 5

9. a) Define marketing research. Discuss in detail the various steps involved in marketing research process.

b) What are the guidelines for designing a good questionnaire ?

c) Discuss in brief the method of data collection.

10 + 2 + 3

10. a) What are the objectives of advertising ?

b) Discuss in brief the various factors which are to be taken into account while selecting a suitable advertising media.

c) What are the various phases of scientific advertising ?

4 + 6 + 5

=====
END