Name : ………………………………………………………

Roll No. : ……………………………………………………

Invigilator's Signature : …………………………………………

CS/B.Pharm/SEM-8/PT-812/2010

2010

PHARMACEUTICAL INDUSTRIAL MANAGEMENT

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words
as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

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

   i)   When change in demand is less than change in price it is called

   a)   Elastic Demand   b)   Inelastic Demand

   c)   Unit Elastic Demand   d)   None of these.

   ii)   ABC analysis is normally used in

   a)   Statistical Quality Control

   b)   Product Planning & Control
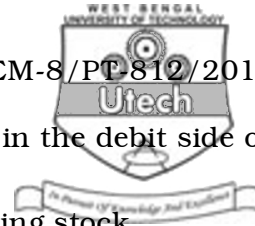
   c)   Value Analysis

   d)   Inventory Control.

8301   [Turn over

iii) SWOT Analysis is

    a) Networking

    b) Organizational Analysis

    c) Banking Financing

    d) None of these.

iv) Recording of transactions in the journal is called

    a) Posting   b) Casting

    c) Journalising   d) Tallying.

v) Revenue is generally recognised at the point of sale. Which concept is applied in this case ?

    a) Matching   b) Revenue realisation

    c) Going concern   d) Money measurement.

vi) Major steps in effective selling starts from

    a) Pre-approach method

    b) Presentation and documentation method

    c) Prospecting and qualifying method

    d) Follow-up and maintenance method.

vii) Best strategy for PLC at growth stage is

    a) Product modification

    b) Advertisement

    c) Rapid skimming

    d) Unique selling proposition.

viii) In a perfectly elastic market the nature of demand curve is

    a) negatively sloped   b) positively slopped

    c) parallel to x axis   d) parallel to y axis.

ix) Which of the following does not come in the debit side of a trial balance ?

   a) Bills payable   b) Closing stock

   c) Purchase return   d) Salary.

x) The transaction which are not capable of being recorded in terms of money are not entered in account books. The concept applied in this case is :

   a) Cost   b) Money measurement

   c) Going concern   d) Accounting period.

xi) A ledger is a book of

   a) Origin entry   b) All cash transactions

   c) Secondary entry   d) Petty cash transaction.

xii) Which of the following is the function of HRM ?

   a) Placement   b) Market research

   c) Accounting   d) Production planning.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Differentiate between Sales promotion and Advertising.

3. What are the laws of demand and supply ?

4. a) What are the different types of accounts ?

   b) Journalize the following transactions :

   June 30, 2006 Ram purchased furniture of Rs. 1,500/- by cheque from Golden Furniture Co.

   July 20, 2006 Goods worth Rs. 1,000/- sold and received Rs. 900/- in cash in full settlement of the claim.

5. Describe Demand curve and also describe how it behaves in perfectly elastic and inelastic conditions of market.

6. What is work study ? What is its importance ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. Describe Product Life Cycle. Briefly describe the strategies in different stages in PLC.   5 + 10

8. Write a note on SWOT analysis. How is it important in Marketing Research & Market segmentation ?   8 + 7

9. What is E.O.Q ?

   What is Safety Stock ?

   Monthly consumption of an item 300 units. The price per unit Rs. 10, Inventory carrying cost 18%, Ordering cost Rs. 36 per order. Find E.O.Q.   5 + 5 + 5

10. What is the difference between Trial Balance & Balance Sheet ?

   Prepare a Trial Balance from the following ledger balances as on 31/03/2010. Salary-Rs. 5,000, Rent-Rs. 1,200, Plant-Rs. 20,000, Commission-Rs. 1,800, Debtors-Rs. 5,600, Cash-in-hand-Rs. 700, Cash-at-Bank-Rs. 7,200, Creditors-Rs. 18,600, Capital-Rs. 22,000 & Interest received-Rs. 900.

   5 + 10

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

    b) What are the guidelines for designing good questionnaire ?

    c) Discuss in brief the method of data collection.

   10 + 2 + 3