



Name :
Roll No. :
Invigilator's Signature :

CS/B. PHARM/SEM-8/PT-812/2011

2011

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)

Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

1. i) The function of production management is
 - a) destroying the production process
 - b) design and development of production process
 - c) wrong implementation of the plan and related activity.
 - d) to utilize the underemployed resources.
- ii) Scientific Management theory was proposed by
 - a) Henry Fayol
 - b) F. W. Taylor
 - c) Samuelson
 - d) McKinsey.

8301

[Turn over



- iii) Mail order business is
 - a) retail trade by post b) wholesale trade
 - c) direct selling trade
- iv) Production planning can be done by
 - a) No factory planning b) Advertising planning
 - c) Product planning d) Process planning.
- v) When tenders are invited by advertisement it is called as tender.
 - a) single b) open
 - c) limited d) oral.
- vi) The objective of advertisement is
 - a) to create motivation among employees
 - b) investment
 - c) to supply goods into the market.
 - d) to create demand through positioning.
- vii) In a perfectly elastic market the nature of Demand curve is
 - a) parallel to y -axis b) parallel to x -axis
 - c) negatively sloped d) positively sloped.
- viii) The objective of inventory control is
 - a) Optimum stock handling
 - b) Stock clearance
 - c) proper communication
 - d) Effective advertising.



- ix) Delegation of authority means
- a) sharing profits
 - b) sharing responsibilities
 - c) giving up responsibilities
 - d) sharing leadership.
- x) Which of the following is not one of the 5 M's of Advertising ?
- a) Man
 - b) Machine
 - c) Money
 - d) Measurement.
- xi) A treble column Cash book does not include
- a) Cash column
 - b) Bank column
 - c) Trade discount
 - d) Cash discount.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What are the major differences between general marketing and pharmaceutical marketing ?
3. Write a note on 'Product Life Cycle'.
4. Write a short note on departmental store.
5. Discuss the principles of sales promotion.
6. Briefly discuss E.O.Q.

CS/B. PHARM/SEM-8/PT-812/2011



GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What are the steps involved in the functions of production planning and control department of a pharmaceutical company ? 15
8. a) What are the Laws of Demand and Supply ?
b) What are the different factors that affect the Demand and Supply of a commodity ? 5 + 10
9. 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
10. a) What is Market segmentation ?
b) What are the basic attributes of Market segmentation ?
c) Mention in brief the different channels of pharmaceutical marketing. 5 + 5 + 5
11. a) What are the different types of Ledger Accounts ?
b) What is Trial Balance ?
c) Describe the various advantages of Cash book. 5 + 5 + 5
-