Name :	
Roll No. :	An Annual (V Exercising 2nd Excland
Invigilator's Signature :	

CS/B.PHARM/SEP.SUPPLE/SEM-8/PT-812/2012

2012

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 :

 $10 \times 1 = 10$

- i) The objective of inventory control is
 - a) effective advertising
 - b) stock clearance
 - c) optimum stock handling
 - d) proper communication.
- ii) Capital productivity =

a)
$$\frac{\text{Turnover}}{\text{Capital employed}}$$
 b) $\frac{\text{Profit}}{\text{Investment}}$

c)
$$\frac{Output}{Quantity of energy used}$$
 d) none of these.

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- iii) Delegation of authority implies
 - a) granting authorities to subordinates
 - b) distribution of profit
 - c) directing managerial post
 - d) command the subordinates.
- iv) When tenders are invited by advertisement, it is called tender.
 - a) single b) open
 - c) limited d) oral.
- v) The objective and function of Material management is
 - a) to decrease the profit of production
 - b) to help to maximize the cost of production
 - c) planning and programming for material purchase
 - d) to maximize waste of material due to inefficient store and stock control.
- vi) Heavy machinery is sold to the consumer by
 - a) Direct selling
 - b) Indirect selling
 - c) Functional middlemen
 - d) Merchant middlemen.
- vii) Which one is not a part of Inventory Control ?
 - a) ABC analysis
 - b) EOQ
 - c) TQM
 - d) Use of material budgeting.
- viii) Scientific Management theory was proposed by
 - a) Henry Fayol b) F.W. Taylor
 - c) Samuelson d) McKinscy.

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- ix) Mail order business is
 - a) wholesale trade
 - c) retail trade
- b) direct selling traded) retail trade by port.
- x) Petty cash book records
 - a) large number of small payments
 - b) small number of large payments
 - c) no payments
 - d) every payments.
- xi) Which one of the following errors is not a accounting error ?
 - a) Error of commission b) Error of omission
 - c) Error of posting d) Errors of rectification.
- xii) Major step in effective selling starts from
 - a) pre-approach method
 - b) presentation & documentation method
 - c) prospecting and qualifying method
 - d) follow-up and maintenance method.

GROUP – B

(Short Answer Type Questions)

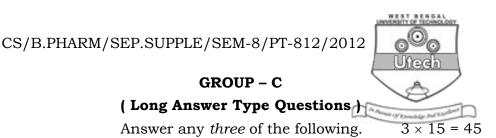
Answer any *three* of the following. $3 \times 5 = 15$

- 2. Discuss in brief 'ABC analysis'.
- 3. What are the major difference between General Marketing and Pharmaceutical Marketing ?
- 4. Describe Demand curve and also describe how it behaves in perfectly elastic and inelastic conditions of market.
- 5. Write a short note on E.O.Q.
- 6. Briefly write on departmental store.

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- Describe Product Life Cycle. Briefly describe the strategies in different stages in PLC.
 5 + 10
- 8. 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

- 9. What is the difference between personnel management & HR management ? Write importance of entrepreneurship. What are the differences between morale and motivation ? Write about principle of management. 5 + 3 + 2 + 5
- 10. Describe the different types of ledger accounts. What is bill of exchange ? Describe various advantages of cash book.

5 + 5 + 5

- 11. a) Define marketing research. Discuss in detail the various steps involved in Marketing Research Process.
 - b) Discuss in brief the method of data collection. 10 + 5

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