



Name :
Roll No. :
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 × 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) $\frac{\text{Output}}{\text{Quantity of energy used}}$ | d) none of these. |

SS-419

[Turn over



- 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.

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



- ix) Mail order business is
- a) wholesale trade
 - b) direct selling trade
 - c) retail trade
 - d) 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.



GROUP – C

(Long Answer Type Questions)

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

7. 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

=====