



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/B.Pharm(NEW)/SEM-8/PT-812/2013**

**2013**

**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) Contra-entry appears on
  - a) single side of triple column cash book
  - b) both sides of triple column cash book
  - c) single side of double column cash book
  - d) both sides of double column cash book.
- ii) Unitary elastic demand means
  - a)  $ED = \infty$
  - b)  $ED = 0$
  - c)  $ED = 1$
  - d)  $ED > 1$ .

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- iii) A ledger is a book of
  - a) secondary entry
  - b) petty cash transaction
  - c) primary entry
  - d) all transaction.
- iv) The principal of advertisement is to create
  - a) investment
  - b) supply of goods into the market
  - c) demand for goods among the customers
  - d) motivation among the employees.
- v) Major step in effective selling starts from
  - a) prospecting and qualifying method
  - b) follow-up and maintenance method
  - c) pre-approach method
  - d) presentation and documentation method.
- vi) Production planning can be done by
  - a) advertising planning
  - b) process planning
  - c) no factory planning
  - d) product planning.
- vii) The amount of total budget consumed by 'A' items in ABC analysis is
  - a) 20%
  - b) 10%
  - c) 70%
  - d) 25%.



- viii) Principle of dignity of labour means
- equal division of job
  - paying incentive to the labour
  - paying respect to the other's work
  - paying salary to the employees.
- ix) Function of supervisor includes
- planning the work
  - issuing order
  - enforcing discipline
  - all of these.
- x) Delegation of Authority means
- sharing profits
  - sharing leadership
  - giving up responsibilities
  - sharing responsibilities.
- xi) EOQ analysis is normally used in
- statistical quality control
  - product planning and control
  - value analysis
  - inventory control.
- xii) When change in demand is less than change in price, it is called,
- Elastic Demand
  - Inelastic Demand
  - Unit elastic demand
  - None of these.

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**GROUP - B**

**( Short Answer Type Questions )**

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

2. What is morale ? What are the factors that contribute to morale of an employee ?
3. Write a short note on inventory control.
4. Write down the merits and demerits of ISO 9000.
5. Define management. Write down the functions of management.
6. Describe the steps in production planning and control.

**GROUP - C**

**( Long Answer Type Questions )**

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

7. Define Motivation. What are the importance of motivation ? Describe Maslows theory of motivation.
8.
  - a) What is the difference between trial balance & balance sheet ?
  - b) Name different types of insurance.
  - c) State the objectives of Indian Import Policy.
9. The annual demand for an item is 3200 units. The unit cost is Rs. 6.00 & inventory carrying charge is 25% per annum. If the cost of one procurement is Rs. 150.00, then determine,
  - a) E. O. Q.
  - b) No. of orders per year
  - c) Time between two consecutive orders.
10.
  - a) Explain the term 'Sales Promotion'.
  - b) Discuss the various techniques of sales promotions.
  - c) Write down the objectives of sales promotions.
11. Briefly discuss about maintenance management and its utilization in a pharmaceutical production unit.