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Invigilator's Signature :	

CS/B.Pharm/SUPPLE/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 the following:

 $10 \times 1 = 10$

- i) Mail order business is
 - a) wholesale trade
- b) direct selling trade
- c) retail trade
- d) retail trade by post.
- ii) Revenue is generally recognised at the point of sale.Which concept is applied in this case ?
 - a) Matching
- b) Going concern
- c) Revenue realisation
- d) Money measurement.

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- iii) The concept that business enterprise will not be sold or liquidated in the near future is known as
 - a) Accounting period
- b) Going concern

c) Cost

- d) Money measurement.
- iv) The transactions which are not capable of being recorded in terms of money are not entered account books. The concept applied in this case is
 - a) Cost

- b) Going concern
- c) Money measurement
- d) Accounting period.
- v) A ledger is a book of
 - a) Original entry
 - b) Secondary entry
 - c) All cash transactions
 - d) Party cash transactions.
- vi) Recording of transactions in the journal is called
 - a) Posting
- b) Casting
- c) Journalising
- d) Tallying.
- vii) The purchase book is kept to record
 - a) all purchases of goods
 - b) all credit purchases
 - c) all cash purchases
 - d) all credit purchases of goods only.

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- viii) When a firm maintains a cash book, it need no maintain
 - a) Sales journal
 - b) Purchase journal
 - c) General journal
 - d) Cash account in the ledger.
- ix) Bills receivable account is a
 - a) Nominal account
- b) Personal account
- c) Real account
- d) Fictitious account.
- x) When noting charges are paid by the bank at the time of dishonour of the bill, the drawee credits
 - a) Bank account
 - b) Cash account
 - c) Noting charges account
 - d) Neither of the three.

GROUP - B

(Short Answer Type Questions)

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

- 2. Write short note on 4 Ps of marketing.
- 3. Write the difference between Sales Promotion & Advertising.
- 4. Management is Science or Arts. Describe.
- 5. What is work study? What is its importance?
- 6. Discuss storage of Pharmaceutical Product.

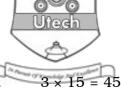
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(Long Answer Type Questions)

Answer any three of the following



- 7. Write down in brief the procedure of recruitment, training evaluation and compensation to the Pharmacist.
- 8. Write different strategies and stages of product life cycle.
- 9. a) Describe the different types of ledger Accounts.
 - b) What is bill of exchange?
 - c) Describe the various advantages of cash book.

5 + 5 + 5

- 10. What is Production Management? Briefly describe SystemApproach to Operation Management.5 + 10
- 11. Describe Elasticity of Demand & Supply and also describe how price is determined in perfect competition market with the help of Marginal Cost (MC) curve. 5+5+5
- 12. What is Trial Balance?

From the following ledger balances prepare a Trial Balance as on 31.12.2006.

Capital — Rs. 40,000; Purchase — Rs. 36,000;

Sales — Rs. 40,600; Discount Allowed — Rs. 1,200;

Rent & Taxes — Rs. 1,200; Plant — Rs. 10,700;

Stock on 1.1.2006 — Rs. 15,500; Debtors — Rs. 15,200;

Creditors — Rs. 12,000; Commission Paid — Rs. 1,800;

Cash in Hand — Rs. 1,000; Cash at Bank — Rs. 10,000;

Stock on 31.12.2006 — Rs. 18,000. 5 + 10

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