



Name : .....

Roll No. : .....

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 × 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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[ Turn over



- 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.



- viii) When a firm maintains a cash book, it need not 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.



**GROUP – C**

**( Long Answer Type Questions )**

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

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 System Approach 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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