



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/B.PHARM(NEW)/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) Importance of management lies in
  - a) achievement of group goals
  - b) centralization of resources
  - c) increase managerial power
  - d) none of these.
- ii) PPC stands for
  - a) Product Promotion Curve
  - b) Product Possibility Curve
  - c) Promotional Productivity Curve
  - d) Perfect Production Curve.

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- iii) The principle of advertisement is to create
  - a) motivation among the employees
  - b) investment
  - c) supply of goods into the market
  - d) demand of goods among the customer.
- iv) Productivity of a firm is based on
  - a) income of a firm
  - b) rate of return on investment
  - c) output and input of the firm
  - d) technology adopted.
- v) Function of supervisor includes
  - a) planning the work      b) issuing order
  - c) enforcing discipline      d) all of these.
- vi) Which of the following is not a component of Marketing Mix ?
  - a) Product                      b) Promotion
  - c) Planning                      d) Place.
- vii) Which one of the following is not a type of retailers ?
  - a) Multiple stores              b) Mail order business
  - c) Market traders              d) Del-credere agents.
- viii) Which one of the following methods is not applied for pharmaceutical advertisement ?
  - a) Direct mailing
  - b) Detailing
  - c) Journals
  - d) Premium or bonus offer.
- ix) Which one of the following errors is not an accounting error ?
  - a) Error of commission      b) Error of Omission
  - c) Error of posting              d) Error of rectification.



- x) Petty cash book records
- large number of small payments
  - small number of large payments
  - no payments
  - every payment.
- xi) Best strategy of PLC at growth stage is
- product modification
  - unique selling proposition
  - advertisement
  - rapid skimming.
- xii) Which of the following does not come in the debit side of trial balance ?
- Bill payable
  - Closing stock
  - Purchase return
  - Salary.

**GROUP - B**

**( Short Answer Type Questions )**

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

- Differentiate between 'formal' and 'informal' communication.
- Describe in brief 'Functional Middle Man'.
- What are the laws of demand and supply ?
- Write in short about storage of pharmaceutical product ?
- What are the different types of Ledger Accounts ?

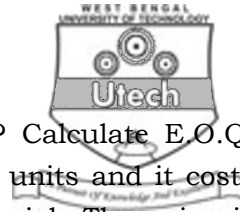
**GROUP - C**

**( Long Answer Type Questions )**

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

- Discuss the Henri Fayol's principles of management for managerial activities.

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8. What is safety stock ? What is E.O.Q. ? Calculate E.O.Q. when annual usage of a material is 1200 units and it costs Rs. 10 to handle an order for this material. The price is Re. 1.00 per unit regardless of quantity purchased and carrying cost of inventory is 24% per year. 5 + 5 + 5
9. Briefly describe the process of import. Define the term 'Labour welfare'. Give a brief account of the welfare activities organized by different agencies in India. 6 + 3 + 6
10. a) Explain the term 'Sales Promotion.  
b) Discuss the various techniques of sales promotions.  
c) Write down the objectives of sales promotions. 2 + 8 + 5
11. Discuss the process of market research used in the pharmaceutical sector.

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