| Name : | |
|---------------------------|---|
| Roll No. : | A American With Some Suffer and Excellent |
| Invigilator's Signature : | |

CS/B.PHARM(O)/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 :

 $10 \times 1 = 10$

- i) The objective and function of material management is
 - a) to help to maximize the cost of production
 - b) to decrease the profit of production
 - c) to maximize waste of material due to inefficient store and stock control
 - d) planning and programming for material purchase.
- ii) A ledger is a book of
 - a) origin entry b) secondary entry
 - c) all cash transactions d) petty cash transaction.

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Process planning.

- iii) Production planning can be done by
 - a) No factory planning b) Advertising planning
 - c) Product planning
- iv) The quality of a successful entrepreneur is
 - a) he should have wide knowledge of economic and non-economic environment of business

d)

- b) he should be dull and have no foresightedness to make good forecast for the business
- c) he should have no aptitude for innovation and research
- d) he should have no self-confidence.
- v) Best strategy for PLC at growth stage is
 - a) product modification
 - b) advertisement
 - c) rapid skimming
 - d) unique selling proposition.
- vi) PPC stands for
 - a) Product Promotion Curve
 - b) Production Possibility Curve
 - c) Proportional Productivity Curve
 - d) Perfect Production Curve.
- vii) The function of production management is
 - a) destroying the production process
 - b) wrong implementation of the plan and related activities
 - c) design and development of production process
 - d) to misutilize the underemployed resources.

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- viii) Which of the following is not a component of Marketing Mix ?
 - a) Product b) Promotion
 - c) Planning d) Place.
- ix) Major step in effective selling starts from
 - a) pre-approach method
 - b) presentation and documentation method
 - c) prospecting and qualifying method
 - d) follow-up and maintenance method.
- x) Which one of the following is not one of the 5 Ms of advertising ?
 - a) Man b) Mission
 - c) Money d) Measurement.
- xi) Mail order business is
 - a) wholesale trade b) direct selling trade
 - c) retailer trade d) retail trade by post.
- xii) Strategic Planning does not include
 - a) Market orientation b) Market segmentation
 - c) Customer satisfaction d) SWOT analysis.

GROUP – B

(Short Answer Type Questions)

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

- 2. Write a short note on SWOT analysis.
- 3. Discuss about the storage of Pharmaceutical product.
- 4. Write a brief note on 5 Ms of advertising.
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- 5. Describe Demand Curve and also describe how it behaves in perfectly elastic and inelastic conditions of market.
- 6. Write on Foreign and Inland trades.
- 7. What is Market Segmentation ? What are the basic attributes of Market Segmentation ?

GROUP - C

(Long Answer Type Questions)

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

- What are the basic principles of material management and its scope ? What do you mean by inventory control ? Write down its importance in pharmaceutical industry. 7 + 8
- 9. What do you mean by market segmentation and market targeting ? Write down in brief the procedure of recruitment, training, evaluation and compensation to the pharmacist.

5 + 10

- 10. Describe Elasticity of Demand & Supply and also describe how price is determined in perfect competitive market with the help of Marginal Cost (MC) Curve.
 5 + 5 + 5
- Describe Product Life Cycle. Briefly describe the strategies in different stages in PLC.
 5 + 10
- 12. What is Production Management ? Briefly describe System Approach to Operation Management. "Management is Science or Arts." Describe. 3 + 7 + 5

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