



Name : .....  
Roll No. : .....  
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 × 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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- iii) Production planning can be done by
  - a) No factory planning
  - b) Advertising planning
  - c) Product planning
  - d) Process planning.
- iv) The quality of a successful entrepreneur is
  - a) he should have wide knowledge of economic and non-economic environment of business
  - 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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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.  $3 \times 15 = 45$

8. 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.  $5 + 5 + 5$
11. 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.  $3 + 7 + 5$