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Total No. of Pages : 02

Total No. of Questions : 10

B.Pharma (2011 to 2016) (Sem.-3)

**PHARMACEUTICAL INDUSTRIAL MANAGEMENT**

Subject Code : BPHM-305

M.Code : 46225

Time : 3 Hrs.

Max. Marks : 80

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains FOUR questions carrying TEN marks each and students have to attempt any THREE questions.

**SECTION-A****1. Write briefly :**

- a) Define Motivation.
- b) Define Balance Sheet.
- c) Describe the basic rule of demand and supply.
- d) Define the terms sales promotion and advertisement.
- e) Define the term foreign trade.
- f) Name the types of inventory control techniques.
- g) Differentiate between single use plan and standing plan.
- h) Define Market targeting.
- i) What is the difference between current and fixed assets?
- j) Define Wholesale and retail market.
- k) Write major factors affecting selection of plant location.
- l) Name the elements of core concept of marketing.



- m) What is meant by programmed decision?
- n) Distinguish between formal and informal communication.
- o) Name four major sales promotion tools.

### SECTION-B

- 2. Write a short note on financial statements.
- 3. Describe the principles of demand and supply.
- 4. Define Recruitment. Describe the various sources of recruitment for a marketing person.
- 5. Describe various barriers of effective communication.
- 6. Describe the various sales promotion tools.

### SECTION-C

- 7. Discuss the various techniques of demand forecasting.
- 8. State the various factors affecting plant location. Explain production plant facility, location and planning.
- 9. Describe purchase process in detail. Describe also special purchase systems.
- 10. Write short notes on following :
  - a) Bank reconciliation statement
  - b) Labour welfare

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**