

Rajiv Gandhi University of Health Sciences
First Year M. Pharm Degree Examination – May 2013

[Time: 3 Hours]

[Max. Marks: 100]

PHARMA MANAGEMENT

PAPER III

(Revised Scheme 2)

Q.P. CODE: 9253

Your answers should be specific to the questions asked.
Draw neat labeled diagrams wherever necessary.

LONG ESSAY (Answer any TWO)

2 X 20 = 40 Marks

1. What is systems management? Discuss application of MIS, DBMS and Inventory control models to pharma industry
2. Explain the management of Industrial relations for pharmaceutical industry
3. Compare and contrast organizational structures of Indian pharmaceutical Industry and note on organizational culture

SHORT ESSAY (Answer any FIVE)

5 X 10 = 50 Marks

4. Discuss Applications of PERT in pharmaceutical industry
5. Explain how to manage industrial disputes
6. Describe role of interpersonal skills in carrier growth
7. Discuss the tools and techniques for evaluation of human skills
8. Explain different inventory control models in pharmaceutical industry
9. Discuss the process of decision making in a pharmaceutical industry

SHORT NOTES (Answer both)

2 X 5 = 10 Marks

10. Note on 'Financial management'
11. Performance appraisal methods in pharmaceutical industry

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