

NKT/KS/17/6563

B.Pharm. Fourth Semester (C.B.S.) Examination**PHARMACEUTICAL MANAGEMENT****Paper—6**

Time : Three Hours]

[Maximum Marks : 80

N.B. :— (1) Question No. 1 is compulsory.

- (2) Solve any *four* questions from remaining.
- (3) Draw neat labelled diagram wherever necessary.
- (4) Assume suitable data wherever necessary.
- (5) Discuss the reaction, mechanism wherever necessary.
- (6) Use of electronic calculator is permitted.

1. Solve any *five* :

- (1) Discuss the concept of Management, along with principles of management.
- (2) Write a note on Inventory Control.
- (3) Explain in detail procedure for importing of goods.
- (4) Write in brief channels of distribution.
- (5) Enlist and explain principles of sales promotion.
- (6) Write the importance of interview in recruitment process.
- (7) Discuss the process of job evaluation.

5×4=20

2. From the following particulars draft the Trial Balance of Gauri Medical :

Sales	Rs. 10,000
Insurance	Rs. 2,000
Salaries	Rs. 3,000
Furniture	Rs. 2,000
Repair	Rs. 1,000
Cash	Rs. 12,000
Loan from Bank	Rs. 5,000

15

3. (a) Define wholesaler and retailer. Explain their functions in detail. 8
(b) Define material management along with principles of material management. 7
4. Define the term 'Accounting Concept'. How does it differ from Accounting Convention ?
Explain the entity concept and dual aspect concept. 15
5. (a) Define Salesman. Enlist and explain qualities of salesman. 8
(b) Explain in brief the concept of "Window Display". 7
6. (a) Define Leadership. Elaborate the functions of Leader. 5
(b) State the objective of Advertising. 5
(c) Write the objective of Inventory Control. Enlist the techniques of Inventory Control. 5
7. Short notes on (any *three*) :
(a) Decision Making
(b) EOQ
(c) Mail Order Business
(d) Profit and Loss Account
(e) Career Planning. 15