

**NTK/KW/15 – 6992**

**Fourth Semester Examination for the Degree  
of Bachelor of Pharmacy**

**PHARMACEUTICAL MANAGEMENT**

**Paper - 4 T 6**

Time : Three Hours ]

[ Max. Marks : 80

- N. B. : (1) Question No. 1 is Compulsory.  
(2) Solve any four questions from the remaining.  
(3) Draw neat labeled diagram wherever necessary.  
(4) Use of electronic calculator is permitted.

1. Solve any **five** questions :—

- (a) Procedure for importing and exporting goods.
- (b) Preparation of Trial Balance.
- (c) Concept of Management.
- (d) Sources of Finance.
- (e) Training and Evaluation of Pharmacist.
- (f) Qualities of salesman.
- (g) Define the terms :—
  - (i) Capital. (ii) Debit.
  - (iii) Goods. (iv) Ledger. 20

2. Explain in depth primary and secondary functions of management. 15

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Contd.

3. (a) What is pharmaceutical channels of distribution?  
Describe various types of channels of distributin. 10
- (b) Define recruitment and discuss various sources of  
recruitment. 5
4. (a) Explain the principles of accountancy with emphasis  
on double entry book keeping. 10
- (b) Give objectives of Job evaluation and discuss  
various methods of job evaluation. 5
5. (a) Discuss various techniques of inventory control. 8
- (b) Explain laws of Demand and Supply. 7
6. (a) What is Sales Promotion ? Discuss various  
methods of sales promotion. 8
- (b) Write about Balance Sheet. 7
7. (a) Give functions of production management and  
explain the importance of Quality Control and  
inspection in production management giving  
emphasis on GMP. 8
- (b) Give importance and objectives of Material  
Management. 7