

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