

TKN/KS/16/6992

3. Discuss the functions of Production Management. Explain how the factory location, layout and factory planning influences production. 15
4. (a) Discuss various types of channels of distribution. 8  
(b) Explain the factors affecting length of channel of distribution. 7
5. (a) Define Advertisement. Give objectives of advertisement and discuss different types of media of advertisement giving their advantages and disadvantages. 8  
(b) What is the importance of Inventory Control and discuss EOQ techniques of Inventory Control ? 7
6. (a) Describe the functions of personnel management. Write about testing and interview for personnel selection. 8  
(b) Explain law of demand and supply. 7
7. (a) What is Sales Promotion ? Discuss various techniques of sales promotion. 8  
(b) Write about different financial statements. 7

**B.Pharm. Semester-IV (C.B.S.) Examination**  
**PHARMACEUTICAL MANAGEMENT**  
**Paper—6 (4-T-6)**

Time—Three Hours]

[Maximum 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.

1. Explain any **FIVE** from the following :
  - (a) Preparation of Trial Balance.
  - (b) Market Research.
  - (c) Bills of Exchange.
  - (d) “Every transaction has two fold effect” implies double entry book keeping.
  - (e) Principles of Insurance.
  - (f) Importance of CGMP.
  - (g) Sources of finance. 5×4=20
2. Define the term “Management” and discuss various primary and secondary functions of management. 15