



[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. Discuss the Basic skills, roles and responsibilities of a professional manager
2. Explain the contribution of HRM to organizational success
3. Describe the concepts of financial management relevant to industrial functioning

SHORT ESSAY (Answer any FIVE)

5 X 10 = 50 Marks

4. Describe job description evaluation and its applications
5. Explain how to manage conflict in pharmaceutical industry
6. How to measure effectiveness of communication
7. Discuss the tools and techniques for improvement in productivity
8. Describe application of linear regression analysis in pharmaceutical industry
9. How performance appraisal will help in pharmaceutical marketing division

SHORT NOTES (Answer both)

2 X 5 = 10 Marks

10. Write in brief Management information system (MIS)
11. Theories of motivation (any three)

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