

**Rajiv Gandhi University of Health Sciences**  
**First Year M.Pharm Degree Examination - October 2010**

[Time: 3 Hours]

[Max. Marks: 100]

**PHARMACEUTICAL 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 decision making process in pharmaceutical business and types of leadership
2. Explain the various instruments of human skill evaluation and add a note on career planning
3. Discuss about productivity concept and explain tools and techniques of improvement

**SHORT ESSAY (Answer any FIVE)**

**5 X 10 = 50 Marks**

4. Explain various organization structures and explain hospital pharmacy as one model
5. Explain about various communication channels for pharmaceutical industry
6. How industry can be settled in pharmaceutical industry
7. Explain about linear programming and break even analysis
8. Write a note on data based management system (DBMS)
9. Explain various methods for evaluation of investment decisions

**SHORT NOTES**

**2 X 5 = 10 Marks**

10. Performance appraisal methods
11. PERT and CPM

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