



Roll No.

Total No. of Pages : 02

Total No. of Questions : 10

B.Pharma (2012 to 2016) (Sem.-3)
PHARMACEUTICAL INDUSTRIAL MANAGEMENT

Subject Code : BPHM-305

M.Code : 46225

Time : 3 Hrs.

Max. Marks : 80

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains FOUR questions carrying TEN marks each and students have to attempt any THREE questions.

SECTION-A

1. Write briefly :

- a) Organizing
- b) Directing
- c) Incentives
- d) Promissory notes of hundies
- e) Liquidity ratio
- f) Law of Supply
- g) Shipping Bill
- h) Internal Trade
- i) Policy and Premium
- j) Wholesale and retail business in pharmaceutical sector
- k) Outdoor advertisement
- l) Multiple shops



- m) Geodemographic analysis
- n) Inventory control
- o) Production Development

SECTION-B

2. Explain the term "planning". Discuss the salient features of planning. Describe the various steps involved in planning.
3. Explain the term 'Inventory Control'. What are its functions? Discuss the ABC analysis.
4. What are Financial Statements? Discuss the advantages and limitations of financial statements.
5. Explain the law of demand with the help of diagram. Write the assumptions of law of demand.
6. Define Insurance. Discuss in brief about the various principles of insurance.

SECTION-C

7. What do you know about "Entrepreneurship"? Discuss the characteristics of entrepreneurs. Write in brief about different types of entrepreneurs.
8. Explain the term 'Profit and Loss Account'. How is it prepared? Discuss five items which are included while preparing a Profit and Loss Account.
9. What do you know about EOQ? Discuss the various methods for determining the EOQ.
10. Define the term 'Maintenance Management'. What are its objectives and functions? Discuss different types of maintenance.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.