

**Total No. of Pages : 02**

**B.Pharmacy (Sem.-7)**  
**PHARMACEUTICAL INDUSTRIAL MANAGEMENT**  
**Subject Code : PHM-473**  
**M.Code : 46160**

**Max. Marks : 80**

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.

**1. Write short notes on :**

- What is meant by inventory control?
- Define Innovation.
- Mention the components of record keeping.
- Mention the qualities of a leader.
- What is a ledger?
- What is the difference between whole sale and retail?
- What are the components of demand schedule?
- What information is gathered during feedback?
- What is meant by market segmentation?
- What is market targeting?
- What is promissory note?

- l) What is insurance?
- m) What is meant by multiple shop?
- n) Enumerate the modes of advertising.
- o) What is process flow?

### SECTION-B

- 2. Write a note on decision making and its process.
- 3. What are the approaches employed for promoting sales of products? Explain in brief.
- 4. Enumerate the entries to be made in a cash book and explain their importance.
- 5. Briefly explain the steps involved in importing goods.
- 6. Write a note on estimation of industry sales.

### SECTION-C

- 7. Discuss the key activities involved in production management.
- 8. Highlight the relationship between demand and supply. How are these measured? Discuss various approaches used for the same.
- 9. Discuss market segmentation and market targeting with suitable examples. Mention their advantages and limitations.
- 10. Discuss the ethics desired of a salesman.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.**