

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 10

**B.Pharma (2011 to 2016) (Sem.-3)**  
**PHARMACEUTICAL INDUSTRIAL MANAGEMENT**  
Subject Code : BPHM-305  
Paper ID : [D1126]

Time : 3 Hrs.

Max. Marks : 80

**INSTRUCTION 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****Q1. Write brief answer for the following in 1-3 lines :**

- a) Sales promotion
- b) Labour welfares
- c) Motivation
- d) Innovation
- e) Channels of distribution
- f) Management
- g) Benefits of Insurance
- h) Demand and supply
- i) Inventory control
- j) Cash book
- k) Market research
- l) Retail trade

- m) Trial balance
- n) Record keeping
- o) Performance evaluation techniques

**SECTION-B**

- Q2. What are the ethics of sale?
- Q3. What are the sources of recruitment?
- Q4. What do you mean by communication?
- Q5. Explain the procedure of importing goods.
- Q6. Explain the profit and loss account.

**SECTION-C**

- Q7. What is 'Management'? Discuss principles of management.
- Q8. Discuss functions of pharmaceutical marketing.
- Q9. Explain principles of accountancy.
- Q10. Describe significance of materials management.