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Total No. of Questions: 10

# B.Pharmacy (Sem.-7) PHARMACEUTICAL INDUSTRIAL MANAGEMENT

Subject Code: 4.7.3T Paper ID: [D0134]

Time: 3 Hrs. Max. Marks: 80

#### **INSTRUCTIONS TO CANDIDATES:**

- 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. Answer briefly:

- a) What is motivation?
- b) Define responsibility.
- c) Mention the components of effective communication.
- d) Mention the qualities of a leader.
- e) What is a ledger?
- f) What is the difference between whole sale and retail?
- g) What are the components of demand schedule?
- h) What information is gathered during feedback?
- i) What is mail order business?
- j) What is market targeting?
- k) Give example of visible input in production management.

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- 1) What is insurance?
- m) What is meant by multiple shops?
- n) What is meant by cash book?
- o) Mention the components of balance sheet.

#### **SECTION-B**

- 2. Highlight the approaches employed for boosting the morale of personnel.
- 3. Give a brief account of decision-making process.
- 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. Enumerate the modes of advertisement.

## SECTION-C

- 7. Discuss the key components of production planning taking an example. Highlight the critical components influencing this activity.
- 8. Discuss the laws of demand and supply. How are these evaluated for optimum utilization of resources?
- 9. Discuss market segmentation and market targeting with suitable examples. Mention their advantages and limitations.
- 10. Discuss the procedure adopted for maintaining profit and loss account. Highlight the factors influencing profit of a company.

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