

# Rajiv Gandhi University of Health Sciences, Karnataka

## IV Year B.Pharm Degree Examination – Aug / Sep 2011

**Time: Three Hours****Max. Marks: 80 Marks**

### PHARMACEUTICAL PRODUCTION MANAGEMENT (Revised Scheme - 2)

**Q.P. CODE: 1973**

Your answers should be specific to the questions asked  
Draw neat labeled diagrams wherever necessary

**LONG ESSAYS (Answer any Two)****2 x 10 = 20 Marks**

1. Define management by objectives. Describe implementation of MBO in an enterprise
2. Explain term market research. Describe the kinds and methods of market research
3. Explain the purchasing cycle and procedures for the material

**SHORT ESSAYS (Answer any Eight)****8 x 5 = 40 Marks**

4. Define material requirement planning. Describe the method
5. Explain the concept of scheduled maintenance with suitable examples
6. Define orientation. How is formal orientation program conducted?
7. Explain two methods of performance appraisal
8. Draw the product life cycle and explain the phases
9. Describe the sources of pollution of drug formulation unit. Explain the general methods of treatment
10. Define the term "Entrepreneurship". Explain briefly the qualities of an entrepreneur
11. Describe the methods of production control
12. Explain the importance of management in a business organization
13. Explain two methods of control of drug explosion

**SHORT ANSWERS****10 x 2 = 20 Marks**

14. Define the terms creativity and innovation
15. Define COD and BOD. What are the differences between them?
16. Give difference between productivity and efficiency
17. List the merits and demerits of motivation
18. Write a note on vendor development
19. Mention different sources of recruitment
20. Give differences between leadership and management
21. Define inventory management. List two objectives of inventory control
22. Give one example each off-job and on-job methods of training
23. Define the term marketing mix. List four variables

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