

Rajiv Gandhi University of Health Sciences, Karnataka

IV Year B.Pharm Degree Examination – Sep 2012

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. Explain term market research. Describe the kinds and methods of market research.
2. Describe the process of vendor development.
3. Describe the different methods of sales promotion with examples.

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

4. Draw the product life cycle and explain the phases.
5. Explain two methods of control of drug explosion.
6. Define COD and BOD. Write the principle involved in their determination.
7. Explain McGregor's Theory-X and Theory-Y.
8. Explain the three methods of inventory control.
9. What is preventive maintenance? What are its merits and demerits?
10. Describe any two methods of performance evaluation adopted by Human Resource management.
11. Describe any five principles of delegation of authority.
12. Explain the characteristics of an entrepreneur.
13. Describe techniques used for achieving effective co-ordination in an enterprise.

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

14. Give the differences between selling of consumer goods and drugs.
15. Write EOQ formula, explaining the terms.
16. List four steps for encouraging small scale industries.
17. Define the term marketing mix. List four variables.
18. Define labor productivity.
19. What are factors influencing working capital?
20. Classify types of decisions.
21. Define motivation. What are its merits and limitations?
22. List the methods by which scarp are disposed.
23. Define orientation.
