	Enrollm	ent No:	Exam Seat No:	
		C.U.SHAH UN	VIVERSITY	
		Summer Exam	ination-2017	
	Subject 1	Name: Pharmaceutical Industrial Manage	ment	
	Subject	Code: 4PS06PIM1	Branch: B.Pharm	
	Semester	r: 6 Date: 19/04/2017	Time: 02:30 To 05:30	Marks: 70
	(2) I (3) I	ons: Use of Programmable calculator & any oth Instructions written on main answer book of Draw neat diagrams and figures (if necessor Assume suitable data if needed.	are strictly to be obeyed.	rohibited.
Q-1	a) b) c) d) e) f) g) h) i) k) l) mot any f	Define the following terms Coordination Incentives Delegation of Authority Planning Controlling Automation Production management Inventory Marketing Outdoor advertisement Case book Ledger Trial balance Supply Schedule four questions from Q-2 to Q-8		(14)
	mpt ung 1			4.0
Q-2	a.	Attempt all questions What are the different levels of manager level of management.	ment? Write the role of the p	eople at each (14)
Q-3	b. a.	Explain the nature and importance of ma Attempt all questions Define the terms 'Management'. Con	_	(7) (14) nagement as (7)
	а. b.	proposed by F. W. Taylor and Henry Fag Explain the terms 'Motivation'. Discuss importance	yol.	



Define the term 'planning'. Discuss the salient features of planning. Describe the various steps involved in planning.

(14)

(7)

Q-4

a.

Attempt alls questions



	b.	Discuss the characteristics of entrepreneurs. Write in brief about different types	
		of entrepreneurs.	
Q-5		Attempt all questions	(14)
	a.	Explain the different type of accounts with suitable examples.	(7)
	b.	Discuss the various errors disclosed by a trial balance with suitable examples.	(7)
Q-6		Attempt all questions	(14)
	a.	Name the various marketing function and describe in brief the importance of each	(7)
		function.	
	b.	Explain the term 'sales Promotion'. Explain the techniques and objectives of	(7)
		sales promotion.	
Q-7		Attempt all questions	(14)
	a.	Explain the qualities of good salesman.	(7)
	b.	What is meant by demand? Mention the factors which influence the demand for a	(7)
		commodity.	` ′
Q-8		Attempt all questions	(14)
	a.	Discuss the various factors which affect the design of a product.	(7)
	b.	Define the term 'Material Management'. Describe its objectives and importance.	(7)