Enrollment No: _____ Exam Seat No:_____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Pharmaceutical Industrial Management

Subject Code : 4PS06PIM1 **Branch: B.Pharm**

Semester : 6 **Date : 02/05/2018** **Time : 02:30 To 05:30** **Marks : 70**

Instructions:

(1) Use of Programmable calculator & any other electronic instrument is prohibited.
(2) Instructions written on main answer book are strictly to be obeyed.
(3) Draw neat diagrams and figures (if necessary) at right places.
(4) Assume suitable data if needed.

Q-1 **Attempt the following questions:** **(20)**

a) Define Pharmaceutical Marketing
b) Define the term Packaging
c) Write the functions of wholesalers
d) Define the term transportation
e) Define the term Retailer
f) Enlist the importance of management
g) Explain role of insurance in Pharmaceutical Marketing
h) Write a modes of electronic retailer
i) What is the meaning of sales promotion
j) Define the term innovation

Attempt the following questions:

Q-2		**Attempt any two of following :**	**(20)**
	A	Discuss planning. What are the various characteristics and importance of planning in administrative management?	**10**
	B	Write in detail about the various function of Pharmaceutical Marketing	**10**
	C	What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship.	**10**
Q-3		**Attempt any Seven of following :**	**(35)**
	A	What is salesmanship explain in detail.	**5**
	B	Write a note on Principles of Accountancy.	**5**
	C	Explain in detail about general principles of insurance and foreign trade.	**5**
	D	Differentiate between retail trades and wholesale trade.	**5**
	E	What are the various transportation modes?	**5**
	F	What are the basic principles of materials management?	**5**
	G	Write a short note on inventory control.	**5**
	H	What are the different aspects of Production Management?	**5**
	I	Write a note on ethics of sales.	**5**