

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Pharmaceutical Industrial Management

Subject Code : 4PS06PIM1

Branch: B.Pharm

Semester : 6

Date : 25/04/2019

Time : 10:30 To 01:30

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:	(14)
	a) Define the term Pharmaceutical Industrial Management.	1
	b) Define the term Packaging & Labeling.	2
	c) Define Incentives.	1
	d) Define the term coordination.	1
	e) Define the term automation.	1
	f) Enlist the importance of marketing.	2
	g) Explain role of outdoor advertisement.	2
	h) Write a modes of electronic retailer	2
	i) What is the meaning of sales promotion	2

Attempt any four from Q-2 to Q-8:

Q-2	Attempt the following :	(14)
	A What are the different levels of management? Write the role of the people at each level of management.	10
	B Explain the nature and importance of management.	04
Q-3	Attempt the following :	(14)
	A Discuss the characteristics of entrepreneurs. Write in brief about different types of entrepreneurs.	10
	B Define the term 'Material Management'. Describe its objectives and importance.	04
Q-4	Attempt the following :	(14)
	A Explain the terms 'Motivation'. Discuss the salient features of motivation and it's Importance.	10
	B Discuss the various factors which affect the design of a product.	04
Q-5	Attempt the following :	(14)
	A Differentiate in between retailer and wholesaler.	07
	B Explain the qualities of salesman.	07
Q-6	Attempt the following :	(14)
	A What are the basic principles of materials management?	07
	B Explain the different type of accounts with suitable examples.	07



- Q-7** **Attempt the following :** **(14)**
- A** What are the different aspects of Production Management? **07**
- B** Write a note on importance of marketing in business management. **07**
- Q-8** **Attempt the following :** **(14)**
- A** Write a note on inventory control. **07**
- B** What is meant by demand? Mention the factors which influence the demand for a commodity. **07**

