Enrollment No: _____ Exam Seat No:_____

C.U.SHAH UNIVERSITY

Summer Examination-2022

Subject Name : Pharmaceutical Industrial Management

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

Semester: 6 **Date: 06/05/2022** **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 **Briefly explain the following:** **(14)**

a) Demand curves
b) Trial balance
c) Balance sheet
d) Wholesale
e) Wages
f) Retail
g) Planning
h) Advertising
i) Labor welfare
j) Delegation of Authority
k) Production management
l) Automation
m) Incentives
n) Coordination

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

Q-2 **Attempt all questions** **(14)**

a. What are the different levels of management? Write the role of the people at each level of management **(7)**

b. Explain the terms 'Motivation'. Discuss the salient features of motivation and it's importance **(7)**

Q-3 **Attempt all questions** **(14)**

a. Discuss the characteristics of entrepreneurs. Write in brief about different types of entrepreneurs. **(7)**

b. Define the terms 'Management'. Compare the concept of management as proposed by F. W. Taylor and Henry Fayol **(7)**

Q-4		**Attempt alls questions**	**(14)**
	a.	Write a note on ethics of sales.	**(7)**
	b.	Explain the term ‘sales Promotion’. Explain the techniques and objectives of sales promotion.	**(7)**
Q-5		**Attempt all questions**	**(14)**
	a.	Describe the importance of communication	**(7)**
	b.	Describe the process of vender development	**(7)**
Q-6		**Attempt all questions**	**(14)**
	a.	Describe roles of Medical Representative.	**(7)**
	b.	Define the term ‘Material Management’. Describe its objectives and importance.	**(7)**
Q-7		**Attempt all questions**	**(14)**
	a.	Write a note on procedure of exporting and importing of goods.	**(7)**
	b.	Discuss the various factors which affect the design of a product.	**(7)**
Q-8		**Attempt all questions**	**(14)**
	a.	Explain the different type of accounts with suitable examples.	**(7)**
	b.	Explain the importance of management in a business organization.	**(7)**