

- (f) Define "Inventory". Why an organization should be concerned about "Inventory Management"?
- (g) Define "Suggestive Selling". Why it requires extraordinary skills on the part of salesman to carry out "Suggestive Selling".

2 Answer in detail : (any four) **16**

- (a) Types of Accounts
- (b) Advertisement and ethics in pharmaceutical industry
- (c) 3-Component Model of creativity
- (d) Selection process
- (e) On-the-job training
- (f) Need hierarchy theory of motivation.

3 Write short notes : (any three) **9**

- (a) Cash Book
- (b) Training V/s Development
- (c) Primary Data V/s Secondary Data
- (d) Relation between consumer's Income and Demand
- (e) ABC Analysis

RE-1354

Instructions :

(1)

नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="T.Y. B. PHARM."/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="PHARMACEUTICAL INDUSTRIAL MANAGEMENT"/>	
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="4"/>	Section No. (1, 2,.....) : <input type="text" value="2"/>

- (2) All questions are compulsory.
(3) Answers should be legible, logical, relevant and to the point.
(4) Draw graphs wherever necessary.

4 Answer in one line : (any eleven) 11

- (i) Define "Snob Effect".
- (ii) Define "Accounting Cycle".
- (iii) State the meaning of "Bandwagon Effect".
- (iv) What is POSDCORB?
- (v) What is IRDA?
- (vi) Differentiate between "Power" and "Authority".
- (vii) Define the term "Stress Interview".
- (viii) What is the prime objective of using Application Blank in selection process?
- (ix) What do you mean by "Zero-Stage Marketing"?
- (x) Enlist the limitations of secondary data.
- (xi) Enlist the functions of marketing
- (xii) Define "Questionnaire".
- (xiii) Define "Book Keeping".
- (xiv) Give two illustrations of Intra Mural Labour Welfare facilities.
- (xv) Define "Personal Selling".

- 5** Write short notes : (any three) **12**
- (a) Import Procedure
 - (b) Nature of Management
 - (c) Process of Marketing Research
 - (d) Exceptions of Law of supply
 - (e) Significance of Channels of Distribution
- 6** Answer in detail : (any two) **12**
- (a) Principles of Insurance
 - (b) Sources of Innovation
 - (c) Functions of Management.
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