



SB-1167

Third Year B. Pharm. Examination
March / April – 2011
Pharmaceutical Industrial Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. Pharm."/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Pharmaceutical Industrial Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="1"/> <input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="1&2"/>	

- (2) Attempt **all** questions from each section.
(3) Answer and submit both sections **separately**.

SECTION - I

- 1 Attempt any **five** of the following : **10**
- (a) Why pharmaceutical marketing is known as Indirect Marketing ?
(b) Give the proforma for the journal and ledger.
(c) Define 'Advertising'. Give two illustration of collective advertising.
(d) Why organizations should focus on Labour Welfare ?
(e) What do you mean by the term 'Innovation' ?
(f) Explain the term supply.
(g) Enumerate accounting concepts.
- 2 Answer in detail : (any **four**) **16**
- (a) Explain the various steps in the process of personal selling.
(b) Discuss the general principles of Insurance.
(c) Hinsberg two factor theory of motivation.
(d) Trial Balance.
(e) Explain the principles of material management.
(f) Explain various types of accounts with examples.

- 3** Write short notes : (any **three**) **9**
- (a) Explain following terms : liabilities, Creditors and Assets
 - (b) Primary data V/s Secondary data
 - (c) ABC Analysis
 - (d) Qualities of Salesmen
 - (e) Co-ordination and its types.

SECTION - II

- 4** Answer in one line : (any **eleven**) **11**
- (a) Define Balance sheet.
 - (b) Define creativity.
 - (c) What is inventory ?
 - (d) Explain the rule for debit and credit for nominal account.
 - (e) Define the term marketing research.
 - (f) What is Budget ?
 - (g) Define primary data.
 - (h) What do you mean by hundi ?
 - (i) Define Motivation.
 - (j) What is recruitment ?
 - (k) Define the term labour welfare.
 - (l) What is a debtor ?
 - (m) Define the term ledger.
 - (n) Define leadership.
 - (o) Define the term stress interview.
- 5** Write short notes : (any **three**) **12**
- (a) Rectification of errors in trial balance.
 - (b) Export Procedure.
 - (c) Explain types of organization with its merits and demerits.
 - (d) Production management.
 - (e) Differentiate between journal and ledger.
- 6** Answer in detail : (any **two**) **12**
- (a) Explain in detail money measurement concept and going concern concept.
 - (b) What is sales promotion ? Explain in detail about various techniques of sales promotion.
 - (c) Describe in details about the functions of management.