

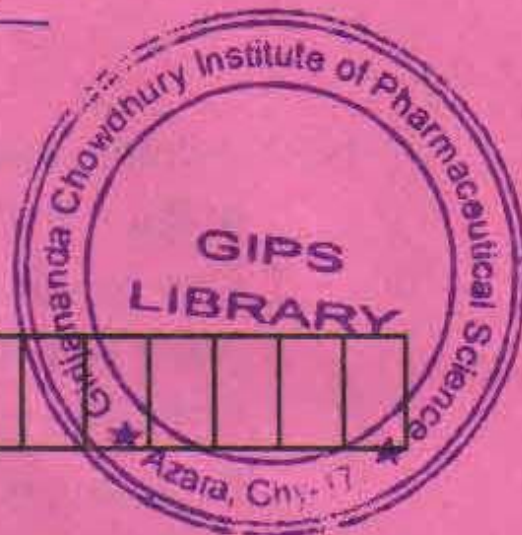
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**PY 132805**

Roll No. of candidate

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**2017**

**B. Pharm. 8th Semester End-Term Examination**

**PHARMACEUTICAL MANAGEMENT**

Full Marks – 100 Pass Marks – 35 Time – Three hours

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The figures in the margin indicate full marks  
for the questions.

1. Answer any *ten* of the following questions :

3×10=30

- (i) What are the three aspects involved in defining market potential ?
- (ii) Write a note on dual aspect concept of accounting ?
- (iii) What are the quantitative tools of forecasting ?
- (iv) What are the causes of accounting errors ?

[Turn over

- (v) A company uses chemical 'A' as a raw material at Rs. 100.00 per kg. The I-O ratio is 125%. Due to non availability of this material two other substitutes are reviewed as per the following information. Recommend which of the following substitute materials to be used :

<u>Material</u>	<u>Rate per Kg</u>	<u>I-O ratio</u>
A1	Rs. 150.00	110%
A2	Rs. 120.00	140%

- (vi) What are the three levels of production planning ?
- (vii) Compare and contrast the terms : attitude, belief and ideology.
- (viii) What are the methods used in off-the-job training ?
- (ix) What will happen to the demand of a commodity, if the :
- (a) price of complementary goods changes
  - (b) price of its substitute goods fall ?
- (x) What are the activities performed by a manager ?
- (xi) Give the salient features of leadership.

2. Answer the following questions :  $5 \times 8 = 40$

- (i) Discuss the channels of drug distribution in India.
- (ii) What are the steps involved in selling process by a salesman ?
- (iii) Discuss the various plans of compensating an efficient employee to continue with the job.
- (iv) Discuss in details about production planning.
- (v) Explain the general principles of insurance.
- (vi) Write the procedures of importing goods.
- (vii) What is Economic Order Quantity ? How it is calculated ?
- (viii) Write a detailed account on the basic concept involved in trend analysis.

3. Answer any *three* of the following questions :

$3 \times 10 = 30$

- (i) Describe various functions of management. Write the three principles of management.

$7 + 3 = 10$

- (ii) Define productivity. What are the techniques to improve productivity ? Explain the importance of production order and work study.

$1 + 3 + 3 + 3 = 10$

(iii) (a) What are the errors of disagreement / not disclosed by trial balance ?

(b) What do you mean by intermittent and continuous manufacturing system ?

5+5=10

(iv) Explain the following terms : 2×5=10

(a) Motivation

(b) Detailing ..

(c) Design

(d) Discount

(e) LIFO.