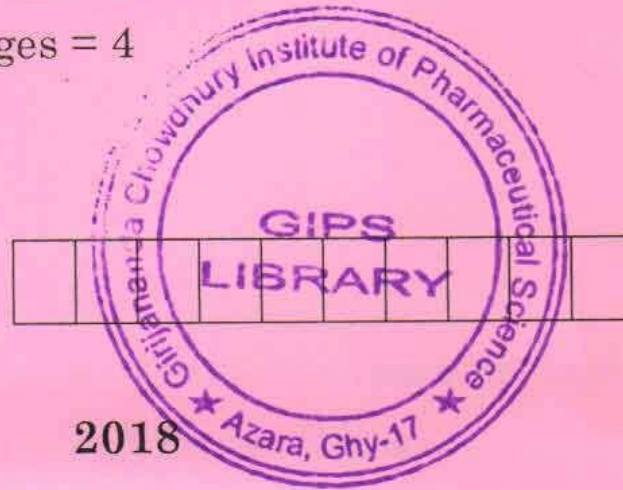


05-06-2018

Total No. of printed pages = 4

PY 132805

Roll No. of candidate



B.Pharm. 8th Semester End-Term Examination

PHARMACEUTICAL MANAGEMENT

Full Marks – 100

Time – Three hours

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

Answer question No. 1 and any *six* from the rest.

1. Answer the following : (10 × 1 = 10)
- (a) _____ is an art as well as science.
- (b) Authority flows
- (i) upward
- (ii) downward
- (iii) horizontal
- (iv) none of the above
- (c) _____ is the human science which studies the relationship between scarce resources and the various uses which compete for these resources.

[Turn over

(d) _____ is also called served market and refers to the market segment which a firm chooses to serve.

(e) Journal is a _____.

(f) Cash book records only _____.

(g) In nominal account, credit means _____.

(h) Fire accident and riots are coming under _____.

(i) Economic risk

(ii) Natural risk

(iii) Human risk

(iv) Political risk

(i) Television, Radio and window display are coming under _____.

(i) Press advertisement

(ii) Miscellaneous advertisement

(iii) Literature advertisement

(iv) External advertisement

(j) Four type of objection can be raised by the doctor for _____.

(i) Benefits of product

(ii) Development of interest

(iii) Closing

(iv) Approach

2. Define the term management. What are the functions of management? Discuss the principles of management. (2+5+8=15)

3. What do mean by the term economics? What are the problems faced by every economic society due to the problems of scarcity of resources? Discuss the twelve principles of economics. (2+3+10=15)

4. Explain the various functions of pharmaceutical marketing. Discuss the channels of drug distribution in India. (5+10=15)

5. Define sales forecast. What are the steps involved in forecasting? Discuss the tools for estimating future market demand. (2+3+10=15)

6. (a) Explain different fundamental of success in salesmanship. (5)

(b) What do you mean by advertising and explain different parts of an advertisement? (4)

(c) Differentiate between advertisement and sales promotion. (3)

(d) What are the different stages in detailing? (3)

7. (a) What are the objectives of purchasing? Explain different purchase procedure? (3+5)

(b) Briefly explain about inventory control and evaluation of material management. (7)

8. Define cash Book. What are the various types of cash book? Prepare a double column cash book with cash and bank column from the following details :

2018

01/01 — Balance of cash book and at Bank — ₹ 40,000 and ₹ 30,000 respectively

03/01 — Purchased furniture of ₹ 5,000 by cheque

06/01 — Purchased goods from Mr. Das of ₹ 6,000 in cash and ₹ 3,000 by cheque

08/01 — Sold goods worth ₹ 5,000 where the payment is received half in cash and half by cheque

12/01 — Cash withdrawn from the bank of ₹ 2,000

19/01 — Cash received from Mr. Shukla of ₹ 2,500

23/01 — Cash withdrawn from the bank of ₹ 1,000 for personal use

31/01 — Bank charges debited by bank of ₹ 200.

(6+9=15)

9. Define Accounting. Write a note on Accounting Cycle. Explain the Golden rules of Debit and Credit under Modern and Traditional Approach. Write five points of distinction between a Journal and a Ledger. (1+4+5+5=15)