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**PY 132805**

**BINA CHOWDHURY CENTRAL LIBRARY**  
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Azara, Hatkhowapara,

Guwahati - 781017

Roll No. of candidate

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**2019**

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

**PHARMACEUTICAL MANAGEMENT**

**(Old Regulation)**

Full Marks – 100

Time – Three hours

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

1. Answer ALL questions. (10 × 1 = 10)
- (i) Collection, analysis and reporting of available data for any given marketing situation is classified as
- (a) External Database
  - (b) Outsourced Database
  - (c) Marketing Research
  - (d) Both (a) and (b)
- (ii) Process of watching customers in natural environment is called as
- (a) Experimental research
  - (b) Ethnographic Research
  - (c) Observational Research
  - (d) Survey Research

[Turn over

- (iii) In order for a customer to reach a buying decision the sales person should present the product according to
- (a) The individual customer's need
  - (b) The salesperson's point of view
  - (c) The chronological timeline of the product
  - (d) None of the above
- (iv) Accounting provides information on
- (a) Cost and Income
  - (b) Tax liability
  - (c) Financial Status
  - (d) All the above
- (v) Any return evidence in support of a business transaction is called
- (a) Journal
  - (b) Voucher
  - (c) Ledger
  - (d) Ledger posting
- (vi) In Journal, transaction is recorded
- (a) Same Day
  - (b) Next Day
  - (c) Once in a week
  - (d) Once in a month
- (vii) Management as a discipline is the function of
- (a) Science
  - (b) Art
  - (c) Creativity
  - (d) All

(viii) The word \_\_\_\_\_ denotes a function, a task, a discipline.

- (a) Management
- (b) Leadership
- (c) Motivation
- (d) None of the above

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(ix) Authority flows

- (a) Upward
- (b) Downward
- (c) Horizontal
- (d) None of the above

(x) Management is a creative and \_\_\_\_\_ process.

- (a) Systematic
- (b) Continuous
- (c) Long
- (d) None of the above

2. Answer any six : (6 × 15 = 90)

(a) Define sales promotion. Write the principle of sales promotion. Describe the procedure of recruitment, training, evaluation and compensation to a pharmacist. (3 + 12 = 15)

(b) What are the basic principles of materials management? Define inventory control. Describe the various techniques of inventory control in details. (2 + 5 + 8 = 15)

(c) Explain the various stages of production and production control. Write a brief notes on Advertisement. (8 + 7 = 15)

(d) Describe various functions of Management. Write three principles of Management. (9 + 6 = 15)

(e) What is demand? What are the causes of increase and decrease in demand? Discuss the various methods of Market research in details.

(1 + 7 + 7 = 15)

(f) Write the scope and limitations of economics. Explain the meaning and utility of Cash book. Describe the different types of Cash books.

(3 + 3 + 9 = 15)

(g) Define accounting. Write note on accounting cycle. Explain the golden rules of Debit and Credit under modern and traditional approach. Differentiate between journal and ledger.

(h) Prepare a three column Cash book from the following transactions of 2018. (15)

August 1	Cash in Hand	Rs. 1,800
	Cash at Bank	Rs. 13,000
3	Paid into Bank	Rs. 500
5	Bought goods for cheque	Rs. 1,300
6	Bought furniture for cash	Rs. 400
8	Received from Sham	Rs. 790
	Discount allowed	Rs. 710
12	Drew from bank for office use	Rs. 400
15	Received from Rohon	Rs. 600
	Discount allowed	Rs. 20
17	Cash Sales	Rs. 440
20	Paid to Monoj	Rs. 390
	Discount allowed	Rs. 10
24	Withdraw from bank for private use	Rs. 50
28	Paid Trade expenses	Rs. 100
30	Paid rent in cash	Rs. 50
31	Paid into Bank	Rs. 1,500