

# UKA TARSADIA UNIVERSITY

B.Pharm. (5th Semester)

Subject :030020505-Pharmaceutical Management

Time : 10:00 am to 1:00 pm

Duration : 3 Hours

Date : 09/12/2013

Max. Marks: 70.

## Instructions:

1. Attempt all questions.
2. Write each section in a separate answer book.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks allocated to that question.
5. Draw diagrams/figures whenever necessary.

## SECTION - 1

**Q-1 (A) Do as directed.** [07]

- I) What is Market?
- II) List the main branches of economics.
- III) The father of modern operational management is.....
- IV) Define term 'economics'.
- V) In a few words list the characteristic of democratic style of leadership.
- VI) A direct marketing channel is also called .....
- VII) What is supply chain?

**Q-1 (B) Answer the following in brief. (Any 4)** [08]

- I) Explain holistic concept of marketing management.
- II) List the stages of Project report formulation.
- III) Why is marketing important?
- IV) List the position of sales representative.
- V) List the types of skills required to be a successful manager.
- VI) How can salespeople improve their selling skill?

**Q-2 Answer the following.** [10]

- A) Define concept of management with its characteristics.

**OR**

- A) Define management. Explain functions of Management.  
B) Explain evolution of marketing concept taking examples.

**OR**

- B) What is meant by pharmaceutical marketing? Explain functions of marketing management.

**Q-3 Answer the following in detail. (Any 2)** [10]

- A) Discuss the role of Entrepreneurship in economic development of the country.
- B) What is meant by Demand? Mention the factor which influences the demand for a commodity.
- C) Discuss the steps to managing sales force.

**SECTION - 2**

**Q-4 (A) Do as directed.**

[07]

- I) What is material management?
- II) Give full form of 'ESOP'.
- III) What is Budgeting?
- IV) Define term 'Tender'.
- V) Define the term 'Creditor' used in accounting
- VI) Give definition of 'Recruitment'.
- VII) What is a Nominal account?

**Q-4 (B) Answer the following in brief. (Any 4)**

[08]

- I) Discuss importance of selection.
- II) Explain term V-E-D classification with reference to pharmaceuticals.
- III) State the objectives of store management.
- IV) Discuss the importance of costing.
- V) State the classification of Budget based on function.
- VI) What are the purposes of training a pharmacist?

**Q-5 Answer the following.**

[10]

- A) Describe the external sources of recruitment.

**OR**

- A) Explain system of book –keeping along with classification of accounts.
- B) Discuss the importance of production planning and control.

**OR**

- B) Draw Pareto curve and explain A-B-C analysis.

**Q-6 Answer the following in detail. (Any 2)**

[10]

- A) Describe the methods of training with its advantages and disadvantages.
- B) Describe Maslow's theory of motivation.
- C) Explain the purchase cycle.