

Seat No.:-----

Enrolment No.:-----

UKA TARSADIA UNIVERSITY

Maliba Pharmacy College

B. Pharm 5th Semester Internal Examination 2013 (*Mid-Sem 1*)

030020505 Pharmaceutical Management

Time: 1:30 p.m. To 3:30 p.m.

Max. Marks: **40**

Date: 04/09/2013

Instructions:

- Attempt any **FIVE** questions.
- Each question carries **08** marks.
- Make suitable assumption whenever necessary.
- Figures to the right indicate full marks.

- Q.1 A) Define concepts of management with its characteristics. 4
B) Discuss the evolution of Management concepts. 4
- Q.2 A) Discuss the concept of management as science and art with examples. 4
B) Define planning, discuss the elements of planning and list down the advantage and disadvantage of planning. 4
- Q.3 A) Discuss the process of planning in detail. 4
B) Explain users of accounting information with examples. 4
- Q.4 A) Define accounting & explain advantages of accounting. 4
B) Discuss various terms used in accounting. 4
- | | |
|-------------|----------------|
| 1) Debtor | 5) Assets |
| 2) Creditor | 6) Liabilities |
| 3) Account | 7) Capital |
| 4) Goods | 8) Solvent |
- Q.5 A) Explain basic accounting concepts with examples. 4
B) Explain system of book-keeping along with classification of accounts. 4
- Q.6 A) Explain 10 entities which can be marketed taking appropriate examples. 4
B) Explain types of Research Designs taking appropriate examples. 4
- Q.7 A) Explain evolution of Marketing Concept taking examples. 4
B) Explain different types of Research Approaches taking examples. 4