

Seat No.:-----

Enrolment No.:-----

**UKA TARSADIA UNIVERSITY**  
Maliba Pharmacy College  
B. Pharm 5<sup>th</sup> Semester Internal Examination 2013  
**030020505 Pharmaceutical Management**

Time: 10:30 to 12:30 p.m.

Max. Marks: **40**

Date: 29/10/2013

**Instructions:**

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

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|-----|----|---|---|
| Q.1 | A) | What is budgeting? Give classification of budgeting.  | 4 |
|     | B) | Explain various areas of material management.   | 4 |
| Q.2 | A) | Explain procedure of purchasing   | 4 |
|     | B) | What is costing? Describe beneficiaries of costing.   | 4 |
| Q.3 | A) | Explain importance of production management.  | 4 |
|     | B) | Explain the concept of Compensation of pharmacists.   | 4 |
| Q.4 | A) | Discuss the role of Pharmaceutical Entrepreneurship in economic development.  | 4 |
|     | B) | Discuss the Maslow's Need theory in detail.   | 4 |
| Q.5 | A) | What is mean by Economics? Discuss the Law of Demand and Law of Supply with graph. Also explain concept of demand schedule. | 4 |
|     | B) | Discuss the process of Selection.   | 4 |
| Q.6 | A) | Discuss various Channel-Management decisions.   | 4 |
|     | B) | Discuss Major Steps of Effective Selling.   | 4 |
| Q.7 | A) | Discuss Channel Design Steps with examples.   | 4 |
|     | B) | Discuss Decisions involved in Sales Force Management.   | 4 |