

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.

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|-----|----|---|----|-------------|
| 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 | |