

Seat No.:-----

Enrolment No.:-----

UKA TARSADIA UNIVERSITY
Maliba Pharmacy College
B. Pharm 5th 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 |