



SB-1167

Third Year B. Pharm. Examination
March / April – 2011
Pharmaceutical Industrial Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. Pharm."/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Pharmaceutical Industrial Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="1"/> <input type="text" value="6"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="1&2"/>	<input type="text"/>
	Student's Signature

- (2) Attempt **all** questions from each section.
(3) Answer and submit both sections **separately**.

SECTION - I

- 1 Attempt any **five** of the following : 10
- (a) Why pharmaceutical marketing is known as Indirect Marketing ?
 - (b) Give the proforma for the journal and ledger.
 - (c) Define 'Advertising'. Give two illustration of collective advertising.
 - (d) Why organizations should focus on Labour Welfare ?
 - (e) What do you mean by the term 'Innovation' ?
 - (f) Explain the term supply.
 - (g) Enumerate accounting concepts.
- 2 Answer in detail : (any **four**) 16
- (a) Explain the various steps in the process of personal selling.
 - (b) Discuss the general principles of Insurance.
 - (c) Hinsberg two factor theory of motivation.
 - (d) Trial Balance.
 - (e) Explain the principles of material management.
 - (f) Explain various types of accounts with examples.

- 3** Write short notes : (any **three**) **9**
- (a) Explain following terms : liabilities, Creditors and Assets
 - (b) Primary data V/s Secondary data
 - (c) ABC Analysis
 - (d) Qualities of Salesmen
 - (e) Co-ordination and its types.

SECTION - II

- 4** Answer in one line : (any **eleven**) **11**
- (a) Define Balance sheet.
 - (b) Define creativity.
 - (c) What is inventory ?
 - (d) Explain the rule for debit and credit for nominal account.
 - (e) Define the term marketing research.
 - (f) What is Budget ?
 - (g) Define primary data.
 - (h) What do you mean by hundi ?
 - (i) Define Motivation.
 - (j) What is recruitment ?
 - (k) Define the term labour welfare.
 - (l) What is a debtor ?
 - (m) Define the term ledger.
 - (n) Define leadership.
 - (o) Define the term stress interview.
- 5** Write short notes : (any **three**) **12**
- (a) Rectification of errors in trial balance.
 - (b) Export Procedure.
 - (c) Explain types of organization with its merits and demerits.
 - (d) Production management.
 - (e) Differentiate between journal and ledger.
- 6** Answer in detail : (any **two**) **12**
- (a) Explain in detail money measurement concept and going concern concept.
 - (b) What is sales promotion ? Explain in detail about various techniques of sales promotion.
 - (c) Describe in details about the functions of management.