

**B.Pharm. Fourth Semester (C.B.S.) Examination****PHARMACEUTICAL MANAGEMENT****Paper—6**

Time : Three Hours]

[Maximum Marks : 80

**N.B.** :— (1) Question No. 1 is compulsory.

- (2) Solve any *four* questions from remaining.
- (3) Draw neat labelled diagram wherever necessary.
- (4) Assume suitable data wherever necessary.
- (5) Discuss the reaction, mechanism wherever necessary.
- (6) Use of electronic calculator is permitted.

1. Solve any *five* :

- (1) Discuss the concept of Management, along with principles of management.
- (2) Write a note on Inventory Control.
- (3) Explain in detail procedure for importing of goods.
- (4) Write in brief channels of distribution.
- (5) Enlist and explain principles of sales promotion.
- (6) Write the importance of interview in recruitment process.
- (7) Discuss the process of job evaluation.

5×4=20

2. From the following particulars draft the Trial Balance of Gauri Medical :

Sales	Rs. 10,000
Insurance	Rs. 2,000
Salaries	Rs. 3,000
Furniture	Rs. 2,000
Repair	Rs. 1,000
Cash	Rs. 12,000
Loan from Bank	Rs. 5,000

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3. (a) Define wholesaler and retailer. Explain their functions in detail. 8  
 (b) Define material management along with principles of material management. 7
4. Define the term 'Accounting Concept'. How does it differ from Accounting Convention ?  
 Explain the entity concept and dual aspect concept. 15
5. (a) Define Salesman. Enlist and explain qualities of salesman. 8  
 (b) Explain in brief the concept of "Window Display". 7
6. (a) Define Leadership. Elaborate the functions of Leader. 5  
 (b) State the objective of Advertising. 5  
 (c) Write the objective of Inventory Control. Enlist the techniques of Inventory Control. 5
7. Short notes on (any *three*) :
  - (a) Decision Making
  - (b) EOQ
  - (c) Mail Order Business
  - (d) Profit and Loss Account
  - (e) Career Planning. 15