

B.Pharm. Fourth Semester (C.B.S.) Examination

PHARMACEUTICAL MANAGEMENT

Paper—6 (4 T 6)

Time : Three Hours]

[Full Marks : 80

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

(2) Solve any **FOUR** questions from the remaining.

(3) Draw neat labelled diagram wherever necessary.

1. Write short notes (any **FIVE**) :

(a) Management

(b) Principles of Insurance

(c) Mail Order Business

(d) Sales Promotion

(e) GMP

(f) Career Planning

(g) Motivation.

20

2. (a) Discuss the principles of Management.

10

(b) Explain the managerial function of planning.

5

3. (a) Discuss various factors affecting the length of channel of distribution.

8

(b) Explain the functions of Marketing Management.

7

4. Give an elaborative account on salesmanship emphasizing its attributes.

15

5. (a) Explain various types of production.

8

(b) Explain production planning and control.

7

6. Discuss in detail the recruitment and interview process in Human Resource Management.

15

7. (a) Give the concept of Double Entry Book Keeping and Accountancy.

7

(b) Explain the purchase procedure in a pharmaceutical company.

8