UG Even Semester (CBCS) Exam., May—2017

PHARMACEUTICAL SCIENCES

(8th Semester)

Course No. : BPH–805 (C)

(Pharmaceutical Management)

Full Marks : 75
Pass Marks : 30

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. *(a)* Define entrepreneurship. What are start-ups and incubators? Give your opinion on the saying that "Management is both science and an art". 2+3+5=10

(b) Describe the different modes of communication within an organization. 5

2. *(a)* Describe the importance of proper planning in an enterprise. How will you differentiate directing from controlling? 5+3=8

(b) What is delegation of authority? Explain its importance in efficient management of an organization. 1+6=7

UNIT—II

3. *(a)* What is accounting? What are its objectives? Explain the accounting principles. 1+4+4=9

(b) Explain the advantages of double-entry systems. 6

4. *(a)* Describe the different types of cash-books. 8

(b) Explain trial balance and bank reconciliation statements. 7

UNIT—III

5. Define market and pharmaceutical marketing. Describe the different functions of marketing. 3+12=15

6. What is sales promotion? What are its objectives? Explain the different techniques of sales promotion. 1+4+10=15

UNIT—IV

7. *(a)* Define materials management. What are its importance? 1+5=6

(b) Describe the objective and importance of purchasing. Explain ABC analysis technique of inventory control. 4+5=9

8. *(a)* What is production management? Explain process-flow, process know-how and maintenance management. 2+2+2+2=8

(b) Describe the performance evaluation techniques. 7

UNIT—V

9. What is marketing research? What are its scopes? Explain the importance or advantages of marketing research. 2+3+10=15

10. *(a)* Define economics. State the law of demand and the law of supply. 2+3=5

(b) Explain demand and demand schedule. 3+1=4

(c) Explain the different types of demand curves with suitable graphical representations. 6

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