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Total Number of Pages : 01

**B.Pharm.
PH.8.5**

8th Semester Regular / Back Examination 2017-18

PHARMACEUTICAL MANAGEMENT

BRANCH : B.Pharma

Time : 3 Hours

Max Marks : 70

Q.CODE : C288

Answer Question No.1 which is compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

- Q1. Answer the following : (2 x 10)**
- a) What is productivity?
 - b) What do you understand by the term lead time uncertainty in inventory control?
 - c) What are the qualities needed in an entrepreneur?
 - d) What is a trial balance and how it can be prepared?
 - e) What are the indirect channels of distributions?
 - f) State the concept of individual and group morale.
 - g) Briefly mention different types of insurances.
 - h) How should be the compensation of a pharmacist?
 - i) What are different store keeping functions?
 - j) Briefly describe the personal and vocational qualities of a salesman.
- Q2. Briefly describe the different leadership styles followed by managers. (10)**
- Q3. Explain the purchasing process followed by organizations. (10)**
- Q4. What is communication process? Explain with special reference to its types and barriers. (10)**
- Q5. Explain the law of demand and law of supply with their exceptions. (10)**
- Q6. 14 principles of management given by Henry Foyal are still valid. Justify with explanation as needed. (10)**
- Q7. What is a promissory note? Mention its parties, characteristics and advantages. (10)**
- Q8. Differentiate between (Any TWO) : (5 x 2)**
- a) Balance sheet
 - b) Import and export
 - c) Advertisement