QP Code: 406008 **Reg. No………………**

Final Year B. Pharm(Ayurveda) Degree Examinations, October 2014

Pharmaceutical Industrial Management

Time: 3 hrs **Total Marks: 100**

- Answer all questions
- Draw diagrams wherever necessary

Essays: **(2x10=20)**

1. Define communication. Discuss the different channels of communication. Mention its advantages and disadvantages.
2. Explain the term trade and classify it. Explain the procedure to be followed to export the goods.

Answer briefly: **(10x5=50)**

3. Importance of motivation.
4. Mention the characteristics of entrepreneurs.
5. Explain accounting principles in brief.
6. Difference between trial balance and balance sheet.
7. Bank reconciliation statement and how it is prepared.
8. Concept of management as proposed by F.W. Taylor.
9. What is marketing. Describe the four P's of marketing.
10. Discuss patent act.
11. Different types of Insurance.
12. What are the requisites of a cheque.

Short notes: **(10x3=30)**

13. Advantages of maintenance.
14. Different levels of production planning
15. Types of incentives.
16. Process of delegation.
17. Parties of bill of exchange.
18. Difference between pharmaceutical marketing and general marketing.
19. Functional middleman.
20. Outdoor advertisement.
21. Classification of goods with reference to demand.
22. Types of cheque.

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