

QP Code: 406008

Reg. No.....

**Final Year B. Pharm(Ayurveda) Degree Supplementary Examinations,
March 2015**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Define the term product design. Discuss the various factors which affect the design of a product. Describe the characteristics of a good design.
2. Discuss the functions of channels of distribution. Add a note on wholesaler.

Answer briefly:

(10x5=50)

3. Various levels of management.
4. Limitations of accountancy
5. Explain different types of cash book.
6. Difference between bearer cheque and order cheque.
7. Profit and loss account.
8. Service rendered by wholesaler to the retailer.
9. Define advertising. Explain the main parts of an advertisement.
10. Functions of trademark.
11. Explain the functions of inventory control.
12. Labor demand and supply.

Short notes:

(10x3=30)

13. Types of authority.
14. Steps used in decision making.
15. Modern methods of performance evaluation.
16. Principles of coordination.
17. Define promissory note. Draw a specimen of promissory note.
18. Name the various methods used for advertising the pharmaceutical products.
19. Parties of bill of exchange and prepare a specimen of bill of exchange.
20. Marine insurance.
21. What are the conditions required to be fulfilled to conduct international trade in pharmaceutical formulations.
22. Characteristics of communications.
