

QP Code: 406008

Reg. No.....

**Final Year B. Pharm(Ayurveda) Degree Supplementary Examinations,
April 2016**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Describe the various functions of management in detail.
2. What do you mean by insurance. Enlist various types of insurance and explain any one in detail.

Answer briefly:

(10x5=50)

3. Comparison between oral communication and written communication.
4. State the qualities of a successful entrepreneur.
5. Describe the different branches of accounting.
6. Explain the advantages of bill of exchange.
7. What is balance sheet and explain the need of preparing a balance sheet.
8. Advantages and disadvantages of international trade
9. Compensation to the pharmacist.
10. Procedure for registration of a trademark.
11. Define supply and explain the law of supply
12. Explain the theories of wages.

Short notes:

(10x3=30)

13. Petty cash book.
14. Define cheque and explain the different types of cheque.
15. Sources of recruitment.
16. Points of advice to medical representative.
17. Comparison between directing and supervision.
18. Define journal. Prepare a specimen of journal.
19. Types of organization.
20. Objectives of store keeping.
21. Any three functions of inventory control.
22. Parties to a cheque.
