

QP Code: 406008

Reg. No.....

Final Year B. Pharm (Ayurveda) Degree Examinations, October 2016

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Define the term marketing. Explain various marketing functions in detail.
2. Bring out the difference between ledger and journal. What are the advantages of double entry book keeping system.

Answer briefly:

(10x5=50)

3. Explain the characteristics of management.
4. Features of a good control system.
5. Define the term training and explain various methods used for training the employees.
6. Differentiate between bill of exchange and promissory note.
7. What is trial balance and draw the format of trial balance.
8. What are the steps taken in decision making process.
9. Various techniques of sales promotion.
10. Trade union.
11. Explain the process of recruitment.
12. What are the factors affecting supply of commodity.

Short notes:

(10x3=30)

13. Importance of delegation.
14. Advantages of insurance.
15. Advantages of cheque.
16. Modern trends in retailing.
17. Any three differences between departmental store and multiple shops.
18. Name the various steps in selling process.
19. Compensation to the pharmacist.
20. Different types of accounts.
21. Importance of leadership.
22. Patent law.
