

QP Code: 406008

Reg. No.....

Final Year B. Pharm (Ayurveda) Degree Examinations, October 2017

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Explain trade. Discuss the procedure for import and export of goods.
2. Define management. Discuss the Henry Fayol's principles of management.

Answer briefly:

(10x5=50)

3. Describe different types of cash book.
4. What are the functions and advantages of retailer
5. Explain the principles of accounting
6. What are the objectives of store keeping
7. Advertising ethics of sales.
8. Methods for training of employees.
9. What is a cheque. What are its advantages.
10. List the factors which affect the supply of commodity.
11. Explain the principles of insurance.
12. Discuss the different media of advertising.

Short notes:

(10x3=30)

13. Sources for collecting marketing information.
14. Compensation to the pharmacist.
15. Trademark Act.
16. Importance of motivation as a management principle
17. ABC analysis
18. International trade.
19. Ledger folio.
20. Objectives of sales promotion.
21. Ideal qualities of a salesman
22. Marine insurance.
