

QP Code: 406008

Reg. No.....

Final Year B. Pharm (Ayurveda) Degree Examinations October 2018

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Explain the term marketing. Explain in detail about various marketing functions.
2. Define accountancy. Describe the various records that should be maintained for records.

Answer briefly:

(10x5=50)

3. Discuss Fayol's principles of management.
4. Leadership qualities.
5. What are the methods used for training the employees.
6. Steps involved in decision making.
7. Recruitment.
8. Describe the different types of cash book.
9. Mention the essential features of a good advertisement.
10. Financial management
11. Sales promotion methods
12. Discuss the importance of motivation as a management principle

Short notes:

(10x3=30)

13. Foreign trade.
14. Modern trends in retailing
15. Functions of a supervisor.
16. Trade unions.
17. Differences between departmental store and multiple shops
18. Advantages of financial statement.
19. Double entry system of accounting
20. Fire insurance
21. Inventory management.
22. Bill of exchange.
