

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Supplementary Examinations
April 2019**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Explain the term communication and mention the different types of communication. Discuss the various steps involved in communication process and list its importance.
2. Define a cheque and classify it. What are the requisites of a cheque. Why crossing of a cheque is important.

Answer briefly:

(10x5=50)

3. Explain demand curves with suitable examples.
4. Difference between authority and responsibility.
5. Different type of accounts.
6. Characteristics of bill of exchange.
7. Define the term training. Mention the various methods used for training the employees
8. What are main types of mail order business.
9. Objectives of sales promotion.
10. Define labor. What are the peculiarities of a labor.
11. Features of trademark act 1999.
12. Explain in detail the recruitment process.

Short notes:

(10x3=30)

13. Factors that affect material handling.
14. Types of maintenance.
15. Functional middleman.
16. Importance of leadership.
17. Principles of insurance.
18. Internal trade.
19. Supply curve.
20. Patent law.
21. Uses of a balance sheet.
22. Four P's of marketing mix.
