

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations October 2019**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- Answer all questions
- Draw diagrams wherever necessary

Essays:

(2x10=20)

1. Explain in detail about organization of a factory and its management.
2. What is administrative management. Explain how planning, directing and controlling become an integral part of it.

Answer briefly:

(10x5=50)

3. Principles of general insurance
4. Advertising
5. Wholesale trade
6. Recruitment
7. Demand and supply laws
8. Balance sheet
9. Performance evaluation of personnel
10. Patents Act
11. Channels of communication
12. Financial management

Short notes:

(10x3=30)

13. Process flow
14. Trade unions
15. Literature detailing
16. Motivation
17. Delegation of authority
18. Real accounts and personal accounts
19. Storage of goods
20. Bills of exchange
21. ABC analysis
22. Mail order business
