

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations April 2021**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

Essays:

(2x10=20)

1. Discuss the various channels of distribution of goods to consumers.
2. What is the difference between ledger and journal. Add a note on double entry book keeping system

Answer briefly:

(10x5=50)

3. What are the various strategies for sales promotion.
4. What are the duties of a store keeper.
5. Explain the various steps involved in a selling process.
6. Define cheque. What are the requisites for a cheque.
7. Compensation to the pharmacist
8. Explain the procedure involved in import the goods.
9. Discuss the different types of insurance.
10. Recruitment
11. Training methods for employees.
12. Explain the characteristics of management.

Short notes:

(10x3=30)

13. Mail order business
14. Patents.
15. Financial management.
16. Economic order quantity.
17. Real wages.
18. What are the leadership qualities required for an efficient management.
19. Trade union
20. Importance of communication in management
21. Levels of management.
22. List and explain the '4 P's of marketing.
