

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Supplementary Examinations
November 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. Explain the salient principles of sales promotion with special reference to pharmaceutical products.
2. What is accountancy. Explain its relevance in business management. Add a note on the important accounting concepts.

Answer briefly:

(10x5=50)

3. Planning as a function of management
4. Transportation as part of pharmaceutical marketing
5. Principles of demand and supply
6. Training and evaluation of an employee
7. Motivation
8. Marine insurance
9. Advertising
10. Labour problems and trade unions
11. Export trade
12. Preparation of ledgers

Short notes:

(10x3=30)

13. Department stores
14. Organization
15. Levels of Management.
16. Morale
17. Feedback information
18. Formal communication
19. Communication process
20. Steps in decision making
21. Trade marks
22. Advantages of proper inventory control methods
