

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Supplementary Examinations
September 2022**

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. What is administrative management. Explain how planning, directing and controlling become an integral part of it.
2. What is labour distribution. Discuss the demand and supply of labour.

Answer briefly: (10x5=50)

3. Labour problems and trade unions.
4. Discuss the importance of motivation as a management principle.
5. Classification of the manufacturing systems in detail.
6. Describe the different types of cash books.
7. What are the characteristics of a bill of exchange.
8. What are the methods used for training the employees.
9. Define the term training. Mention the various methods used for training the employees.
10. Distinguish between direct selling and mail order selling.
11. Various techniques of sales promotion.
12. Advertising.

Short notes: (10x3=30)

13. Objectives of sales promotion.
14. Morale.
15. Modern trends in retailing.
16. ABC analysis.
17. Steps in decision making.
18. Levels of management.
19. Agents in foreign trade.
20. Fire insurance.
21. Define ledger and classify.
22. Different types of accounts.
