

**Final Year B. Pharm (Ayurveda) Degree Supplementary Examinations
August 2023**

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. Define management. Discuss Henry Fayol's principles of management.
2. Define the term Economics and explain the law of demand and supply. Explain in detail the demand schedule.

Answer briefly:

(10x5=50)

3. What are the different types of insurance.
4. Explain the concept of management as proposed by F.W. Taylor.
5. What are the objectives of storekeeping.
6. Differentiate between bill of exchange and promissory note.
7. Explain the principles of accounting.
8. Consumer redressal.
9. Transportation as part of pharmaceutical marketing.
10. What are the functions and advantages of retailer.
11. Sales promotion methods.
12. Advertising ethics of sales.

Short notes:

(10x3=30)

13. Ideal qualities of a salesman.
14. Literature detailing.
15. Inventory management.
16. Any three differences between a departmental store and multiple shop.
17. Process of delegation.
18. Functions of a supervisor.
19. Supply curve.
20. Labour distribution.
21. Uses of a balance sheet.
22. Double entry system of accounting.
