

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations March 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. Explain the term communication and mention the different types of communication. Discuss the various steps involved in the communication process and list their importance.
2. Explain the term trade and classify it. Explain the procedure to be followed to export the goods.

Answer briefly:

(10x5=50)

3. Discuss the Patent Act.
4. Explain the importance of motivation.
5. Classify the manufacturing system in detail.
6. What are the various types of Bank Accounts.
7. Explain the concept of a balance sheet. What are its applications.
8. Training and evaluation of an employee.
9. What is marketing. Describe the four P's of marketing.
10. What are the main types of mail order business.
11. Objectives of sales promotion.
12. Mention the essential features of a good advertisement.

Short notes:

(10x3=30)

13. Outdoor advertisement.
14. Functional middleman.
15. Feedback information
16. Difference between pharmaceutical marketing and general marketing.
17. Types of incentives.
18. Process flow.
19. Demand curve.
20. Marine insurance.
21. Parties of bill of exchange.
22. Assets and liabilities.
