

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Supplementary Examinations
August 2024**

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 are different channels of distribution. Explain in detail various factors influencing the choice of channel of distribution of pharmaceutical product.
2. Explain the quantitative aspects of Indian Pharmaceutical market.

Answer briefly:

(10x5=50)

3. Qualities of a Good Leader.
4. Difference between Ledger & Journal.
5. Define Advertisement. Explain in detail the different ways of promotion of the pharmaceutical product.
6. Explain importance of communication in detailing.
7. Pharma distribution networks involving different channels and partners.
8. How is a retail pharmacist important as a source of information in marketing.
9. Clarify the essential steps that must be taken for the exportation of goods.
10. Distinguish between a bill of exchange and a promissory note.
11. Functions of Management.
12. Outline the main objectives of the Trademark Act and its significance in protecting intellectual property.

Short notes:

(10x3=30)

13. Write the objective and scope of industrial Marketing.
14. List out any two differences between Vertical and Horizontal Marketing.
15. Classify Wholesaler.
16. What are the sources of product information.
17. Levels of Management.
18. Define needs, wants and demands.
19. Deliver a short description of a balance sheet and its purpose in financial reporting.
20. Provide a concise definition of insurance and its fundamental purpose.
21. Brief definition of consumer redressal and its role in protecting consumer rights.
22. Two column Cash Book.
