

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations March 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. Explain the principles, types, and procedure of insurance with merits and demerits.
2. Write the principles of management. What is operative management. Explain its importance in anticipation of problems and preventive measures.

Answer briefly:

(10x5=50)

3. Enumerate the various precautions to be taken while drafting a cheque and rectification of errors.
4. Explain import and export of goods.
5. Write about channels of distribution.
6. Discuss about product life cycle.
7. Explain the factors influencing sale and sale promotions.
8. What is recruitment. Write the types of recruitment. Explain the recruitment and selection procedure of a pharmacist.
9. Discuss the evaluation process of materials management.
10. Describe coordination and communication.
11. Explain the trade marks and rights arising from trade mark registration.
12. Discuss the functions of the Indian Patent Act.

Short notes:

(10x3=30)

13. Balance sheet and its components.
14. Bills of exchange.
15. Demand curves
16. Principles of economics.
17. Mail order business.
18. Ethics of sales.
19. Purpose of giving the training to a newly recruited pharmacist.
20. Motivation of employees.
21. Innovation and creativity.
22. Benefits of patent.
