

Enrolment No. _____

PARUL UNIVERSITY
PARUL INSTITUTE OF PHARMACY

B.PHARM EIGHTH SEMESTER SECOND INTERNAL EXAMINATION: 2020-21

Subject Name: Pharmaceutical Management and Marketing

Subject Code: 8101454

Date: 11.03.2021

Time: 10.00am to 11.15am

Total Marks: 25

Instructions:

1. Question 1 is compulsory
2. Attempt any 2 questions from Q.2 to Q.4
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

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| Q.1 | (a) | Write short note on Taylor's theory of management. | 04 |
| | (b) | Write objectives of material management. | 03 |
| | (c) | Explain centralized of localized purchasing. | 02 |
| Q.2 | (a) | Write a short note on purchase procedure | 03 |
| | (b) | Explain Fayol's theory. | 03 |
| | (c) | What is importance of store keeping in material management? | 02 |
| Q.3 | (a) | Write a note on Technology Transfer. | 05 |
| | (b) | What are the different types of Intellectual property rights? Explain any one in detail. | 03 |
| Q.4 | (a) | What is WTO? Explain Role and Functions of WTO. | 05 |
| | (b) | Explain role and functions of an organization in research and development. | 03 |
