

Roll No.: _____

Enrolment No. _____

PARUL UNIVERSITY
PARUL INSTITUTE OF PHARMACY

B.PHARM EIGHT SEMESTER · INTERNAL EXAMINATION: 2018-19

Subject Name: Pharmaceutical Management & Marketing
Subject Code: 08101454
Time: 10:00 am to 11:30 am

Date: 18/03/2019
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) | Discuss IPR in Detail. | 04 |
| | (b) | Write a short note on Organization. | 03 |
| | (c) | Give advantages and disadvantages of planning. | 02 |
| Q.2 | (a) | Write in brief about forecasting techniques. | 03 |
| | (b) | Write in detail about different steps involving in planning. | 03 |
| | (c) | Enumerate various functions of Material Management. | 02 |
| Q.3 | (a) | What do you mean by Inventory control? Give different methods of analysis of Inventory control. | 05 |
| | (b) | Write the functions of Management. | 03 |
| Q.4 | (a) | Write about the principal of Management. | 05 |
| | (b) | Write a note on R & D organization and Research categories. OR
Technology transfer. | 03 |
