

**PARUL UNIVERSITY**  
**FACULTY OF PHARMACY**  
**B.Pharm. Winter 2019-20 Examination**

**Semester: 8**  
**Subject Code: 08101454**  
**Subject Name: Pharmaceutical Management & Marketing**

**Date: 23/10/2019**  
**Time: 10.00 am to 1.00 pm**  
**Total Marks: 75**

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**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary.

**Q.1 Essay type Questions. (Any 2 out of 3) (10 marks each) (20)**

1. Discuss in detail about Inventory control? Give different methods for analysis of Inventory control, Explain any one in detail.
2. Write down principles of Management.
3. What is IPR? Write in details about Provision and procedure for granting the Patent.

**Q.2 Short Essay type Questions. (Any 7 out of 9) (5 marks each) (35)**

1. What is an organization; write down various types of the organization and service provided by them.
2. Write a note on R & D organization.
3. Discuss in detail about types of non patentable inventions.
4. List out Functions of Management.
5. Explain in detail about various type of purchasing procedure with advantages and disadvantages.
6. Write in detail about types of planning and type of management involved for the same.
7. Discuss in about forecasting techniques.
8. Key aspects of operational management.
9. Write down basic principles of material management with the advantages of effective material management.

**Q.3 Answer in short. (2 marks each) (20)**

1. What is entrepreneurship?
2. Explain Technology Transfer.
3. Explain copy-writes.
4. Explain the trademark.
5. Write down various functions of Organizations.
6. What is Intrapreneurship?
7. Discuss different types of research categories.
8. Types of the decision involved in operational management.
9. List out areas of management.
10. List out key qualities required by the managers for effective management of the organization.