

PARUL UNIVERSITY
FACULTY OF PHARMACY
B.Pharm. Summer 2018-19 Examination

Semester: 8**Subject Code: 08101454****Subject Name: Pharmaceutical Management and Marketing****Date: 08/04/2019****Time: 10:00 AM to 1:00 PM****Total Marks: 75****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. Enlist and Explain fourteen Principles of Management?
2. Enlist types of Intellectual Property rights and explain Patents and Copyrights?
3. Enlist functions of Purchase department and explain in detail purchasing procedure?

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

1. Explain the concept "Leadership".
2. Explain the functions Management.
3. Write a note on "World Trade Organization".
4. Explain Functional structure of Organization with flowchart and give its merits and demerits.
5. Elaborate the term "Communication" and explain in detail methods of communication?
6. Explain types of Planning and describe merits and Demerits of Planning?
7. Explain ABC analysis.
8. Explain the term "Technology Transfer" and enlist the importance of the same?
9. Define Organizing, Explain elements of organization and patterns of organization?

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

1. List out various types of Research and Research Organizations.
2. Enlist the necessity of Inventory Control?
3. Define Negotiations and explain importance of the same.
4. What are the advantages of co-ordination?
5. What is Forecasting and enlist the techniques of forecasting?
6. Enlist different types of Management.
7. Give the formula for Minimum Stock level and Maximum stock level and explain the term "Re-order level".
8. Write down Importance of Forcasting.
9. Explain Eentrepneurship and Intrapreneurship.
10. Explain Directing and Controlling in Administrative management.