

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 10

**B.Pharmacy (Sem.-7)**  
**PHARMACEUTICAL INDUSTRIAL MANAGEMENT**  
**Subject Code : PHM-473**  
**M.Code : 46160**

Time : 3 Hrs.

Max. Marks : 80

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **FOUR** questions carrying **TEN** marks each and students have to attempt any **THREE** questions.

**SECTION-A**

**1. Write short notes on :**

- a) What is meant by inventory control?
- b) Define Innovation.
- c) Mention the components of record keeping.
- d) Mention the qualities of a leader.
- e) What is a ledger?
- f) What is the difference between whole sale and retail?
- g) What are the components of demand schedule?
- h) What information is gathered during feedback?
- i) What is meant by market segmentation?
- j) What is market targeting?
- k) What is promissory note?

- l) What is insurance?
- m) What is meant by multiple shop?
- n) Enumerate the modes of advertising.
- o) What is process flow?

### **SECTION-B**

- 2. Write a note on decision making and its process.
- 3. What are the approaches employed for promoting sales of products? Explain in brief.
- 4. Enumerate the entries to be made in a cash book and explain their importance.
- 5. Briefly explain the steps involved in importing goods.
- 6. Write a note on estimation of industry sales.

### **SECTION-C**

- 7. Discuss the key activities involved in production management.
- 8. Highlight the relationship between demand and supply. How are these measured? Discuss various approaches used for the same.
- 9. Discuss market segmentation and market targeting with suitable examples. Mention their advantages and limitations.
- 10. Discuss the ethics desired of a salesman.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.**