

Total No. of Questions : 6]

SEAT No. :

P1994

[5145]-506

[Total No. of Pages : 2

T.Y. B.Pharmacy

**PHARMACEUTICAL BUSINESS MANAGEMENT & DISASTER
MANAGEMENT**

(2013 Pattern) (Semester - V)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Figures to right to indicate marks assigned.*
- 2) *Write each section in separate answer books.*
- 3) *All questions are compulsory.*

SECTION - I

Q1) Give different principle & various flowcharts of organizing. [10]

OR

Define Planning. Explain its purpose describe steps in planning in detail.

Q2) Answer any FIVE (Each three marks). [15]

- a) Network Analysis.
- b) Define objective. Give importance of objective.
- c) Write short note on budgetary control.
- d) What are concepts & purpose of controlling.
- e) Explain the responsibilities of manager.
- f) Line & Staff organization.
- g) Break Even Analysis.

Q3) Answer Any TWO (Each FIVE Marks). [10]

- a) Budgetary & non budgetary control.
- b) Function & responsibility of Manager.
- c) Peter Drucker contribution in modern management.
- d) Decision making process.

P.T.O.

SECTION - II

Q4) Define communication. Explain the process of communication and different forms of communication. **[10]**

OR

What is meant by “Marketing Research”. Explain its purpose & write in detail steps involved in Marketing Research.

Q5) Answer Any Five of the following (each carries three marks) **[15]**

- a) Explain different techniques used in performance appraisal.
- b) What is the difference between Advertising and sales promotion.
- c) Explain Maslow's theory of motivation.
- d) Define leadership. Explain different styles of leadership.
- e) Explain in brief the functions performed by wholesalers.
- f) What are the objectives of Advertising.
- g) Explain Disaster Management cycle.

Q6) Answer Any Two of the following (each carries five marks) **[10]**

- a) Managerial grid.
- b) Factors affecting determination price.
- c) Medical representative: Role & Qualities.
- d) Techniques of Performance Appraisal.

