

Total No. of Questions :6]

SEAT No. :

**P1455**

**[5049]-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)** What is planning. Describe types & importance of planning. Explain about sales forecasting. **[10]**

OR

What do you mean by organizing? Give principles structure of decentralization & delegation.

**Q2)** Answer ANY FIVE (Each three marks): **[15]**

- a) Write note on management thought.
- b) What do you mean by Objectives of management.
- c) Write short note on Break Even Analysis.
- d) Write about Network Analysis.
- e) Explain decision making process.
- f) Explain the responsibilities of manager.
- g) Delgation of authorities.

**P.T.O.**

**Q3)** Write note on ANY TWO (Each Five marks): **[10]**

- a) Taylor principle.
- b) Peter Drucker contribution in modern management.
- c) Departmentalization.
- d) Give concept & purpose of controlling. Describe the budgetary control.

**SECTION-II**

**Q4)** Define and explain the functions of Leadership. Explain different leadership styles. **[10]**

OR

Explain the steps involved in launching of new Pharmaceutical Product.

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

- a) Distinguish motivators and hygiene factors.
- b) Explain different methods used in sales promotion.
- c) Enlist different channels of distribution. Explain any one in detail.
- d) Explain importance of communication in Pharmaceutical Industry.
- e) Explain the responsibilities of medical representative.
- f) Write about product life cycle of a pharmaceutical product.
- g) Explain the concepts of Disaster Mitigation.

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

- a) Inventory control.
- b) Write procedure for determination of pricing.
- c) Interview techniques.
- d) Need of Performance Appraisal.

*EEE*