

Total No. of Questions : 6]

SEAT No. :

P3166

[Total No. of Pages : 2

[5245]-506

Third Year B. Pharmacy

**PHARMACEUTICAL BUSINESS MANAGEMENT &
DISASTER MANAGEMENT**

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

SECTION - I

Q1) Define Planning. Give types & importance of planning. Describe about sales forecasting. **[10]**

OR

Explain in detail concept of material management in pharmaceutical industry.

Q2) Answer any Five (Each three marks): **[15]**

- a) What do you mean by Management audit?
- b) Give basic principles of organizations.
- c) What are concepts & purpose of controlling?
- d) Define decision making, give its importance.
- e) Write short note on budgetary control.
- f) Write note on Management thoughts.
- g) What do you mean by objectives by management?

Q3) Write note on any two (Each Five marks): **[10]**

- a) Peter Drucker contribution in modern management
- b) Network techniques
- c) Departmentalization
- d) Functions & responsibility of manger

P.T.O.

SECTION - II

Q4) What is leadership? Give its importance, qualities & styles of leadership. [10]

OR

Define Sales Promotion and give different techniques of Sales Promotion.

Q5) Answer any Five (Each three marks): [15]

- a) Communication process
- b) Give various types of price.
- c) Reinforcement theory of motivation
- d) What are various methods of advertising?
- e) Describe in brief volcanic eruption.
- f) Give brief account of Group discussion.
- g) How Channel of distribution is important in pharmaceutical marketing?

Q6) Answer any TWO (Each Five marks): [10]

- a) Performance appraisal
- b) Sales promotion.
- c) Manmade disaster
- d) Disaster Preparedness plan.

