

Annual Examination 2022
B. Pharm 4th Year
Pharmaceutical Industrial Management

Time: 3Hrs

Max. Marks-80

Note: Attempt any five questions:

1. What do you mean by project evaluation discuss its method and role in project implementation
2. Define term management write in detail human relation approach and scientific approach of evolution of management?
3. Explain the principle of economics with special reference to the laws of demand and supply?
4. Write a note on:
 - (A) Entrepreneurship development
 - (B) Plant location and layout
5. Define market research discuss in detail the concept in demand management. Explain geodemographic analysis and future demand?
6. Discuss evolution of modern concept of Pharmaceutical marketing explain concept of marketing mix?
7. Write a note on:
 - (A) Market segmentation
 - (B) Budgetary control
 - (C) Field sales management
 - (D) Concepts and nature of advertising
8. Define industrial psychology. Enlist different theory of motivation explain in detail the Maslow's theory?
9. Define and discuss personnel management explain recruitment and selection of employee?
10. Write note on:
 - (A) Approaches and styles of leadership
 - (B) General principle of insurance and material management