

[Total No. of Questions - 18] [Total No. of Printed Pages - 2]  
(2124)

1703

**B. Pharmacy 5th Semester Examination**  
**Pharmaceutical Industrial Management (NS)**  
**BP-355**

**Time : 3 Hours**

**Max. Marks : 70**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt any two questions from Section A, any eight questions from Section B. Section C is compulsory.

**SECTION - A**

1. Enlist various functions performed by administrative management. Describe salient features and various steps involved in planning.
2. Define the "Economic theory". What are the steps which are considered to construct the economic theory?
3. Discuss different aspects of production management.  
(10×2=20)

**SECTION - B**

4. Write the main objectives of trial Balance.
5. Write different types of cheques. Why crossing of cheques are important?
6. What is balance sheet? Give the various items which are included in a balance sheet.
7. Draw diagrams to show increase and decrease in demand.

**[P.T.O.]**

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8. Discuss various types of marketing risk.
9. Differentiate between wholesalers and retailers.
10. Write advantages and disadvantages of automations.
11. What do you understand by ABC analysis?
12. Write a note on mail order business.
13. Give the procedure adopted while posting a transaction in three columnar cash book. (5×8=40)

### SECTION - C

Write very short note on:

14. Leadership.
  15. EOQ.
  16. Law of supply.
  17. Performance evaluation.
  18. Market share and future demand. (2×5=10)
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