

15. A set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user is known as:
- Retailer
 - Wholesaler
 - Distribution channel
 - Middleman
16. A channel that contains one or more intermediary levels is known as:
- Direct marketing channel
 - Indirect marketing channel
 - Forward channel
 - Synthetic channel

(2×8=16)

[Total No. of Questions - 16] [Total No. of Printed Pages - 4]
(2124)

1707

B. Pharmacy 7th Semester Examination
Pharmaceutical Industrial Management (OS)
HBP-405

Time : 3 Hours**Max. Marks : 80**

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 :** (i) Attempt five questions in all, selecting one question from each of the section A, B, C & D.
(ii) All the subparts of questions in Section E are compulsory.

SECTION - A

- Discuss the concept of management by highlighting the basic difference between management and administration. (16)
- What is decision making? Explain various steps involved in decision making with its importance for an organization. (16)

SECTION - B

- What do you understand by law of demand? How it is different from law of supply? Discuss in detail. (16)
- What is a demand schedule? Enlist the various factors responsible for shifting of demand curves. (16)

SECTION - C

- How can training needs of sales persons be identified? Use illustrative examples to substantiate your answer. (16)

[P.T.O.]

6. How would the sales job differ in the following situations and write down the important sales activities in each case:
- Pharmaceuticals sales person calling on doctors.
 - A Salesperson selling shoes at company's retail outlet.
(8×2=16)

SECTION - D

7. What do you understand by "Material Management"? Briefly explain the basic principles and scope of material management in an organization. (16)
8. "Production management involves visible and invisible inputs". Explain the statement by giving illustration of each type of inputs involved. (16)

SECTION - E

9. Organization function includes:
- Span of control
 - Grouping of activities
 - Delegation of authority
 - All of the above
10. Directing function of a manager includes:
- Leadership
 - Motivation
 - Communication
 - All of the above

11. The prime function of accounting is to:
- Record the economic data
 - Provide the informational basis for action
 - Classifying and recording business transactions
 - Attain non economic goals
12. Accounting provides invaluable services to management in performing:
- All management functions
 - Co-ordinating management functions
 - Controlling functions
 - Function of data interpretation
13. Demand curves are derived while keeping constant:
- Income, tastes, and prices of other goods
 - Tastes and the price of other goods
 - Income and tastes
 - Income, tastes and price of the good.
14. The demand curve will shift to the left for most consumer goods when
- Income decrease
 - The prices of substitutes fall
 - The prices of complements increase
 - All of the above