

[Total No. of Questions - 14] [Total No. of Printed Pages - 2]  
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**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. Define "Accountancy". What are its objectives and limitations? Discuss various types of Accounting concepts with their importance. (10)
2. What is "Trial Balance"? What are its objectives and methods? Is Trial Balance a conclusive proof of accuracy of books of accounts? (10)
3. Define the term "Production Planning". Discuss about levels and procedures for Production planning. What is the need of Production planning in pharmaceutical industrial management? (10)

**SECTION - B**

4. What items are generally included in preparation of Balance sheet? (5)
5. What is law of demand and demand curve? Discuss its types. (5)
6. Compare the concept of management as proposed by F.W. Taylor and Henri Fayol. (5)

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7. What is Salesmanship? Discuss various steps in selling process. (5)
8. What is "Cash Book"? Give detail about various types of Cash books. (5)
9. Discuss about various techniques used to control the Inventory. (5)
10. Explain in detail various methods for determination of EOQ. (5)
11. Write a short note on Market segmentation and Market targeting. (5)
12. Discuss about Traditional methods and Modern methods of Performance evaluation. (5)
13. What do you understand by Manufacturing System? Classify its various categories. (5)

**SECTION - C**  
**(Compulsory Questions)**

14. Write short note on:
  - (a) Ledger and Journal.
  - (b) Promissory notes.
  - (c) Liquidity and solvency ratio.
  - (d) MBO and BARS.
  - (e) FIFO, LIFO & HIFO. (5×2=10)