

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations March 2025**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

Essays:

(2x10=20)

1. Describe with suitable examples the “law of demand” and “law of supply”
2. Define motivation. What is the importance of motivation. Describe Maslow’s theory of motivation

Answer briefly:

(10x5=50)

3. Differentiate between balance sheet, profit and loss account, and trial balance.
4. Write the types of insurance and give their merits.
5. What is pharmaceutical marketing. How does it is different than sales. Explain the ways of marketing.
6. Discuss various process and procedures involved in pharmaceutical distribution.
7. Explain the techniques of sales promotion.
8. What is training. Explain the different types and methods of training of a pharmacist.
9. Define management. Write down the functions of management.
10. Explain the significance and scope of materials management.
11. Channels of communication.
12. Describe methods to obtain the geographical indications of patent rights.

Short notes:

(10x3=30)

13. Balance sheet.
14. Levels of Management.
15. General conditions of labour demand
16. Inland and foreign trade.
17. Any THREE differences between a whole sale and retail sale.
18. What is literature detailing. Write its importance.
19. Difference between salary and wages.
20. Economic Order Quantity.
21. Administrative management.
22. Parts of an Advertisement.
