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Paper Id: 150218 Roll No. | | | | | | | | | | |

B PHARM
(SEM. VIII) THEORY EXAMINATION 2018-19
PHARMACEUTICS-XI
PHARMACEUTICAL MANAGEMENT AND MARKETING

Time: 3 Hours *Total Marks: 70*

Note : Attempt all Sections. If you require any missing data, choose suitably.

SECTION A

1. Attempt all question in brief **(2X10=20)**

a) Mention the differences between marketing and selling
b) What do you mean by coordination
c) Suggest the differences between recruitment and selection
d) What are the differences between primary and secondary data
e) What are the role of finance manager in a company?
f) Suggest the various techniques of inventory control.
g) What is e-commerce?

SECTION B

2. Attempt any three of the following **(7X3=21)**

a) What are the various sources of recruitment of pharmacists. .
b) Explain the various stages of product life cycle.
c) What are the different channels of distribution of pharmaceuticals.
d) Explain geodemographic analysis
e) Describe the techniques of estimation of industrial sales..

SECTION C

3. Attempt any one part of the following **(7X1=7)**

a) What are the various steps of planning? Explain planning premises
b) Write short note on entrepreneurship development

4. Attempt any one part of the following **(7X1=7)**

a) Write down the types of communication. Explain the barriers of effective communication
b) Explain Maslows need hierarchy model of motivation.

5. Attempt any one part of the following **(7X1=7)**

a) How will you evaluate performance of an employee.
b) Write short note on production management

6. Attempt any one part of the following **(7X1=7)**

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a) How will you recruit and train your sales forces for better performance?
b) Write short note on ethics of pharmaceutical sales

7. **Attempt any one part of the following** **(7X1=7)**
   a) What are the various steps of market research? Explain the various sources you need to explore to gather primary data.
   b) Discuss the mechanism of market segmentation.

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