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Roll No .....

PY-601 (GS)

B.Pharmacy VI Semester Examination, June 2020

Grading System (GS)

Pharmaceutical Industrial Management

Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. Briefly Discuss the status of pharmaceutical industries in India.

2. What is Factory Layout? Discuss it and its preparation in context to Pharmaceutical factory planning.

3. What is merchandising? How it is important in retail and distribution management?

4. Narrate the merits and demerits of centralized and decentralized purchasing. Suggest certain situations for centralized as well as non-centralized purchasing.

5. Why is it important to have a middle men in between? What are the different types of middle men? Explain with their functions.

6. Answer any two of the followings:
   a) Operative management
   b) Cash book
   c) Principles of material management
   d) Different aspects of production management

7. Explain importance of window display and literature detailing in pharmaceutical salesmanship.

   OR

   What are the steps in project Evaluation?

8. Write a note on followings (any two):
   a) Balance sheet
   b) Promissory notes
   c) Journal and ledger entries
   d) Principles of accountancy

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