

Total No. of printed pages = 4

PY 132805

Roll No. of candidate

--	--	--	--	--	--	--	--	--	--	--

2020

B.Pharm. 8th Semester End-Term Examination

PHARMACEUTICAL MANAGEMENT

Full Marks – 50

Time – Two hours

The figures in the margin indicates full marks
for the questions.

1. Fill in the blanks (Any five) : (5 × 1 = 5)
- (i) Accounting is an art as well as _____ of recording business transactions. (Science/commerce)
 - (ii) _____ is known as the Father of Modern Management. (Henry Fayol/F.W. Taylor)
 - (iii) Journal is a _____ book of accounts. (Primary/Secondary).
 - (iv) Cash book records only _____ transactions. (Cash/ Credit)
 - (v) Authority flows _____. (Upward/Downward)
 - (vi) The word 'Retailer' is derived from the French word retailer which means _____. (to cut again/to put again)

[Turn over

- (vii) The segment of a market which is chosen by the marketer to serve is called _____. (Target market/Mass market)
- (viii) Fire accident and riots are coming under _____.
- (a) Economic risk
 - (b) Natural risk
 - (c) Human risk
 - (d) Political risk
- (ix) Television, Radio and window display are coming under
- (a) Press advertisement
 - (b) Miscellaneous advertisement
 - (c) Literature advertisement
 - (d) External advertisement
- (x) Four type of objection can be raised by the doctor for, _____
- (a) Benefits of product
 - (b) Development of interest
 - (c) Closing
 - (d) Approach

2. Answer the following questions (any *three*) :
(3 × 15 = 45)

- (a) Define Bill of Exchange and a Promissory Note. Explain their features and the parties involved. Discuss the differences between a bill and a promissory note. (5 + 5 + 5 = 15)

(b) What are different risk bearing factors in pharmaceutical marketing? Briefly explain about storing of material with respect to private, public and bonding warehouses. What do you mean by financing in pharmaceutical marketing? Explain about different source of finance? (5 + 5 + 5 = 15)

(c) What is a Cash Book? Explain the different types of cash book maintained by a business organization. Prepare a double column cash book in the books of Mr. Bora for the month of January, 2018 with cash and bank column —
2018

Jan 01 – Opening balances —

Cash – Rs. 50,000

Bank – Rs. 40,000

Jan 03 – Purchased a machine worth Rs. 5,000 by cheque.

Jan 06 – Purchased goods from Mr. Zakir of Rs. 5,000 in cash and 2000 by cheque.

Jan 08 – Sold goods worth Rs. 6,000 where as payment received Rs. 2,500 in cash and the remaining by cheque.

Jan 14 – Cash withdrawn from the bank of Rs. 2,500 for office use.

Jan 20 – Cash received from Mr. Bijoy of Rs. 2,000.

Jan 24 – Cash withdrawn from the bank of Rs. 1,000 for personal use.

Jan 31 – Bank interest credited by bank Rs. 500.

(6 + 9 = 15)

- (d) What do you mean by the term Management? Explain the fundamental principles of Management. Also discuss the important functions of Management. (2 + 9 + 4 = 15)
- (e) What are the importance and objective of purchasing? Explain different purchase procedure? Briefly explain about inventory control and evaluation of material management. (8 + 7 = 15)
- (f) Write short notes on (any *three*) : (3 × 5 = 15)
- (i) Delegation of Authority
 - (ii) Selling vs. Marketing
 - (iii) Law of demand & Law of schedule
 - (iv) Pharmaceutical Marketing
 - (v) Authority vs. Power
 - (vi) General principles of insurance.
- (g) What do you mean by Leadership? Discuss the difference between Management and Leadership. “Leaders are born, not made” — Do you agree? Elaborate your answer with the help of suitable example. (2 + 5 + 8 = 15)
- (h) What is Economics? Explain the twelve principles of Economics. Discuss in brief the problems faced by every economic society due to the problems of scarcity of resources. (2 + 10 + 3 = 15)
-