

GUJARAT TECHNOLOGICAL UNIVERSITY**M. Pharm. – SEMESTER – I • EXAMINATION – SUMMER • 2015****Subject Code: 1911602****Date: 25-05-2015****Subject Name: Pharm Management - I****Time: 02:30 pm to 05:30 pm****Total Marks: 80****Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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| Q.1 | (a) Describe the level of management with its function and personnel involved. | 06 |
| | (b) Discuss the technique for achieving effective Coordinating. | 05 |
| | (c) Describe the process of planning function in the management. | 05 |
| Q.2 | (a) Describe various steps involved in controlling function of the management. | 06 |
| | (b) Give the organizational structural requirement of a pharmaceutical company. | 05 |
| | (c) Write a note on Budgetary control. | 05 |
| Q.3 | (a) Explain various methods of training. | 06 |
| | (b) Discuss various qualities of a good Leader. | 05 |
| | (c) Describe the role of a Human Resource Management in a pharmaceutical company. | 05 |
| Q.4 | (a) Discuss about management action to motivate employees. | 06 |
| | (b) Describe Maslow's theory of motivation. | 05 |
| | (c) Write various methods by industries to reduce stress management. | 05 |
| Q.5 | (a) Describe the role of different agencies in the development of industrial relations. | 06 |
| | (b) Write a note on Conflict Management. | 05 |
| | (c) Describe the life cycle phases of a project with the help of a curve. | 05 |
| Q. 6 | (a) Write a note on rewards and incentive in organization. | 06 |
| | (b) Discuss the significance of effective communication in the company. | 05 |
| | (c) Write a note on Job analysis. | 05 |
| Q.7 | (a) Explain in brief about Decision Making Process. | 06 |
| | (b) Describe efficient functioning of Hospital pharmacy. | 05 |
| | (c) Discuss the measure and support extended to improve the entrepreneurial development. | 05 |
