

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. Pharm. – SEMESTER – I • EXAMINATION – WINTER • 2014

Subject Code: 1911602

Date: 09-01-2015

Subject Name: Pharm Management - I

Time: 10:30 am - 01:30 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) What is Pharm. Management? Explain levels of Management. | 06 |
| | (b) Explain “Importance of organization”. | 05 |
| | (c) Write types of plan. Explain single use plans in detail. | 05 |
| Q.2 | (a) Explain requisites for effective Budgetary control. | 06 |
| | (b) Write Advantages and limitation of Budgetary control. | 05 |
| | (c) Which are the benefit of cost accounting and cost control? | 05 |
| Q.3 | (a) Explain function of hospital pharmacy | 06 |
| | (b) Draw the flow of line and staff authority in organization. | 05 |
| | (c) Discuss the important subsystem of an organisation system. | 05 |
| Q.4 | (a) Explain steps in decision making. | 06 |
| | (b) Write a method to measure leadership style. | 05 |
| | (c) Short note: “Time management” as professional management. | 05 |
| Q.5 | (a) What do you mean by performance appraisal? Discuss need and importance in organization. | 06 |
| | (b) Write different methods of recruitment in detail. | 05 |
| | (c) Explain methods of training in detail. | 05 |
| Q. 6 | (a) Write causes of industrial disputes. | 06 |
| | (b) Short note: “Compensation to the pharmacist” | 05 |
| | (c) Short note: “Stress management” | 05 |
| Q.7 | (a) Explain “Herzberg’s Two Factor Theory” for motivation. | 06 |
| | (b) Write application of Motivation in job design. | 05 |
| | (c) Short note: “ New enterprise management” | 05 |
