

GUJARAT TECHNOLOGICAL UNIVERSITY
M. Pharm. SEMESTER-I • EXAMINATION – WINTER-2016

Subject Code: 1911602**Date: 04/01/2017****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.

- | | | | |
|-------------|-----|---|-----------|
| Q.1 | (a) | Discuss on desirable job characteristics that can influence performance of employees. | 06 |
| | (b) | Write on factors affecting organizational structure. | 05 |
| | (c) | Discuss different methods adopted in stress management. | 05 |
| Q.2 | (a) | Do situations influence the leadership style of individuals? Explain with the help of behavioral theory. | 06 |
| | (b) | Write a method to measure leadership style. | 05 |
| | (c) | Define the term Industrial disputes. Write the various settlement methods. | 05 |
| Q.3 | (a) | Discuss role of post marketing feed back and analysis in long term sustainability of product in market. | 06 |
| | (b) | Define Management. Write importance of Management. | 05 |
| | (c) | How does work-life balance help an employee to become efficient at work and stress management? | 05 |
| Q.4 | (a) | Explain the financial control. Discuss planning and auditing of budget role in smooth functioning of hospital pharmacy. | 06 |
| | (b) | Discuss the role of communication in time management. | 05 |
| | (c) | Discuss in detail functions of management. | 05 |
| Q.5 | (a) | Describe the steps involved in the management of project. | 06 |
| | (b) | Explain various types of organizational structures. | 05 |
| | (c) | Define entrepreneurship. What characteristics are required to be an entrepreneur? | 05 |
| Q. 6 | (a) | Write misconception about marketing. Discuss strategic planning in marketing. | 06 |
| | (b) | Write a note on the tools for better coordination and communications. | 05 |
| | (c) | Write Advantages and limitation of Budgetary control. | 05 |
| Q.7 | (a) | Define Leader. Discuss desired qualities and function of a Leader. | 06 |
| | (b) | How decision making contributes in effective management. | 05 |
| | (c) | Describe different sources and steps involved in recruitment process. | 05 |
