

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. Pharm. – SEMESTER – II • EXAMINATION – SUMMER • 2015

Subject Code: 1921602

Date: 16-05-2015

Subject Name: Pharm Management - II

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) | Discuss functional layout for manufacturing sterile preparations. | 06 |
| | (b) | Write a note on economic aspects of manufacturing pharmaceutical products. | 05 |
| | (c) | What is operation research? Explain Project Evaluation and Review Technique. | 05 |
| Q.2 | (a) | Discuss steps to ensure quality control and management of R & D. | 06 |
| | (b) | Explain problems, tools and improvement measures for productivity. | 05 |
| | (c) | What is inventory? Describe various methods to maintain inventory control. | 05 |
| Q.3 | (a) | Explain recent advances in design and packaging techniques for non-sterile dosage forms. | 06 |
| | (b) | Write a note on consumer oriented marketing concept. | 05 |
| | (c) | Explain characteristics of pharmaceutical salesman. | 05 |
| Q.4 | (a) | Define pharmaceutical marketing. Explain role of 7 P's in marketing mix. | 06 |
| | (b) | Discuss levels of marketing channels. | 05 |
| | (c) | Write a note on market segmentation. | 05 |
| Q.5 | (a) | Explain design, construction, maintenance, and sanitation practices of warehousing. | 06 |
| | (b) | Discuss product management at various stages of product lifecycle. | 05 |
| | (c) | Describe principles and types of pharmaceutical advertising. | 05 |
| Q. 6 | (a) | Explain in detail steps of new product planning. | 06 |
| | (b) | Write a note on visible and invisible inputs in production management. | 05 |
| | (c) | Discuss the importance of SWOT analysis in pharmaceutical companies. | 05 |
| Q.7 | (a) | Define marketing research. Elaborate on various pharmaceutical marketing research techniques. | 06 |
| | (b) | Explain objectives and importance of sales forecasting. | 05 |
| | (c) | Write merits and demerits of E-Pharma Marketing. | 05 |
