

GUJARAT TECHNOLOGICAL UNIVERSITY**M.PHARM - SEMESTER-II • EXAMINATION – SUMMER-2016****Subject Code: 1921602****Date: 21/05/2016****Subject Name: PHARM MANAGEMENT - II****Time: 10:30 AM To 1:30 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) | Mr. X is a project manager for development of Ciprofloxacin i.v. solution for infusion. Discuss the criteria for the unit development & its productive operation. | 06 |
| | (b) | What skills and competencies must a newly appointed frontline manager develop to perform his/her job effectively? | 05 |
| | (c) | Describe the basic organization structure & its control over the system. | 05 |
| Q.2 | (a) | Describe non- sterile product layout & functional layout with respect to solid dosage product. | 06 |
| | (b) | How new product & product differentiation help in sustenance? | 05 |
| | (c) | Describe role of PERT & CPM chart in operation management. | 05 |
| Q.3 | (a) | Define strategy. Explain how business level strategy can lead to competitive advantages. | 06 |
| | (b) | Discuss the steps through which successful innovations can be generated. | 05 |
| | (c) | Explain how paradigm shifts occur and discuss their consequences. | 05 |
| Q.4 | (a) | Mr Z is newly appointed as CEO/Director of SEM pharma Ltd which is in downsizing. What kind of strategy he will apply ? | 06 |
| | (b) | Which are the websites for pharma e- marketing? Discuss its challenges & opportunities of e-marketing. | 05 |
| | (c) | Describes various innovations & creativity development in pharmaceutical products. | 05 |
| Q.5 | (a) | Write a detail note on seven P`s concept in marketing. | 06 |
| | (b) | Describe various environmental factors affecting product selling. | 05 |
| | (c) | Discuss how inventory acts as liquid asset in balance sheet. | 05 |
| Q. 6 | (a) | Describe the SWOT and benchmarking in sustenance of product life cycle. | 06 |
| | (b) | Write a role of warehousing & supply chain management in economic material management. | 05 |
| | (c) | Discuss different approaches applied in demand forecasting. | 05 |
| Q.7 | (a) | How does production manager work to upgrade productivity? | 06 |
| | (b) | Discuss various sales promotion tools used in pharma marketing. | 05 |
| | (c) | Describe the role of warehousing in material management. | 05 |