Seat No.:	Enrolment No.

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	anv	five	questions.
1.	Aucinpu	any	1110	questions.

- Make suitable assumptions wherever necessary.
 Figures to the right indicate full marks.

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) (c)	How new product & product differentiation help in sustenance? Describe role of PERT & CPM chart in operation management.	05 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
(b)	(a)	Write a detail note on seven P's concept in marketing.	06
	(b) (c)	Describe various environmental factors affecting product selling. Discuss how inventory acts as liquid asset in balance sheet.	05 05
Q. 6	(a)	Describe the SWOT and benchmarking in sustenance of product life	06
	(b)	cycle. 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) (b) (c)	How does production manager work to upgrade productivity? Discuss various sales promotion tools used in pharma marketing. Describe the role of warehosing in material management.	06 05 05
