Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. Pharm. – SEMESTER – I • EXAMINATION – WINTER • 2015

Subject Code: 1911602 **Date: 02-01-2016**

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)	Describe in brief the early approaches to management.	**06**
	(b)	Discuss the functions of pharma industry manager in detail.	**05**
	(c)	Define the control function and describe its significances in organization.	**05**
Q.2	(a)	Define organization development. Write objectives of organization development.	**06**
	(b)	Discuss process design plays vital role in improving productivity.	**05**
	(c)	Discuss in detail budgetary control.	**05**
Q.3	(a)	Describe the various activities in the human resource management process.	**06**
	(b)	Write various rewards and incentive methods in pharma marketing.	**05**
	(c)	Do situations influence the leadership style of individuals? Explain with the help of behavioral theory.	**05**
Q.4	(a)	What is the role of job analysis in human resource planning? Why is a job description based on job analysis useful in human resource activity such as performance appraisal?	**06**
	(b)	Describe different sources of recruitment.	**05**
	(c)	Identify the various types of crises that commonly occur in organizations. What are the various techniques to prevent and treat?	**05**
Q.5	(a)	Give a brief note about the inventory control and its significance in production management.	**06**
	(b)	Describe theories of motivation in brief. Classify motives.	**05**
	(c)	Describe post marketing feed back and analysis is useful to sustain product life cycle.	**05**
Q. 6	(a)	Explain the financial control. Discuss planning and auditing of budget role in smooth functioning of hospital pharmacy.	**06**
	(b)	Communication plays vital role in solving conflicts & dispute at industrial level, which are the different approaches for that.	**05**
	(c)	Define responsibility center. Explain the types of responsibility.	**05**
Q.7	(a)	Discuss role of the following in project management: project auditing, design of production process.	**06**
	(b)	How does work-life balance help an employee to become efficient at work and stress management?	**05**
	(c)	Discuss the role of communication in time management.	**05**

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