Seat No.: _____ Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject Code: 1921602 **Date: 09-12-2015**

Subject Name: Pharmaceutical 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.**

Q.1	**(a)**	Explain term production management. Write a short note on Fundamentals of production management and economic policy,	**06**
	(b)	Explain various steps involves to ensure the quality control and management of R & D.	**05**
	(c)	Discus in brief PERT and CPM as an operation research techniques.	**05**
Q.2	**(a)**	Discus in detail design, construction, maintenance and sanitation of warehouse	**06**
	(b)	Explain recent innovation made in design and packaging techniques for sterile dosage forms.	**05**
	(c)	Discus designing criteria and various considerations for large scale manufacturing unit of tablet.	**05**
Q.3	**(a)**	Define inventory control. Describe its objectives and methods used to inventory control.	**06**
	(b)	Explain about plant location and lay out of pharmaceutical sterile dosage form.	**05**
	(c)	Discus about tools and techniques used for improvement productivity.	**05**
Q.4	**(a)**	Define and discus objective and imortance of pharmaceutical marketing. Differenceate general and pharma market.	**06**
	(b)	Write a note on product management in Indian pharmaceutical marketing.	**05**
	(c)	Discus in detail e - pharma marketing.	**05**
Q.5	**(a)**	Discus in detail about element of promotional mix.	**06**
	(b)	Write down the selection criteria for the job of medical representative.	**05**
	(c)	Write a short note on pricing strategies in pharmaceutical marketing.	**05**
Q. 6	**(a)**	Explain the Role of 7 P's in Pharmaceutical Marketing	**06**
	(b)	Discus various techniques used in Pharmaceutical Marketing Research	**05**
	(c)	Write down the objectives and importance of sales forecasting	**05**
Q.7	**(a)**	Explain in detail visible and invisible inputs in production management.	**06**
	(b)	Explain the importance of SWOT analysis in pharmaceutical industry.	**05**
	(c)	Write a note on market segmentation with respect to pharmaceutical marketing.	**05**

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