

*Send Management
Pharm Management
Second half - 2015*

Q.P. Code : 21776

(3 Hours)

[Total Marks : 70

- N.B. :** (1) Question No.1 is **Compulsory**.
(2) Attempt any five questions from remaining six questions.
(2) Attempt in all six questions.

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| 1. | Answer the following : | 15 |
| (1) | Define Segmentation. | 1 |
| (2) | Explain the Marketing Mix. | 2 |
| (3) | Draw a neat labelled diagram and show the stages of the Product Life Cycle. | 3 |
| (4) | Explain the difference between Marketing & Sales. | 2 |
| (5) | Explain the meaning of deligation. | 2 |
| (6) | Define Management. | 1 |
| (7) | Explain the term Patents and what you mean by patentable goods. | 2 |
| (8) | Explain Generic, Control drugs and OTC drugs. | 2 |
| 2. (a) | Explain the SWOT analysis of Pharma Industry. | 4 |
| (b) | Explain the component of Profit & Loss Account. | 4 |
| (c) | Explain the Product Life Cycle and illustrate with an example. | 3 |
| 3. (a) | Write a short note on Six Sigma. | 4 |
| (b) | Explain the types of Segmentation. | 4 |
| (c) | Explain the different promotion tools used in Pharma Industry. | 3 |
| 4. (a) | Explain the types of Packaging and it's importance in Pharma Industry. | 4 |
| (b) | Explain the Porters 5 force Model. | 4 |
| (c) | Explain the different P's (Marketing Mix). | 3 |
| 5. (a) | Explain the BCG Matrix. | 4 |
| (b) | Explain the Major Players in Pharma Industry. | 4 |
| (c) | Explain the Communication process and leadership. | 3 |
| 6. (a) | Explain the Patents Registration Process. | 4 |
| (b) | Explain the Maslows theory of Motivation. | 4 |
| (c) | Explain the meaning of DPCO & it's role. | 3 |

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TURN OVER

7. a) Write a short note on Time Management.

OR

7. a) Case Study:

Mohan Automobiles Ltd. is engaging in the business of repairing and overhauling of automobiles. They have about 40 employees working in the workshop. Current practices have led to an extreme amount of customer dissatisfaction due to very high waiting time, discourteous behavior of workforce with the customers, poor quality of workmanship and high cost of repairing automobiles. As a result of it, the customers have started getting their car services elsewhere. The owner is very keen to improve the situation but he finds that his people are not motivated by spirit of service because of poor wages and indifferent supervision. This operation is located in environmentally alert community and they have also been complaining to the local municipal authority that the nasty way in which operations are handled and waste water disposed off is causing a lot of inconvenience in that locality. The owner manager wants you help in raising the level of productivity of the employees and effectiveness of the operation:

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|--|---|
| (1) Identify the problems in the case. | 1 |
| (2) What caused the problems in Mohan Automobiles Ltd. | 1 |
| (3) You have been asked to analyses the whole situation and make necessary recommendation. | 1 |

7. b) What you mean by conflicts? How do conflicts arise? As a manager what role would you play to resolve conflict? 4

7. c) What is the role of WHO in Quality Management. Explain Briefly. 4