

First Half of 2015

T. Y. B. Pharm

QP Code : 16124

Pharm. Management

(3 Hours)

[Total Marks : 70.]

- N.B.:** (1) Question No. 1 is compulsory.
 (2) Attempt any 5 questions from remaining 6 questions.
 (3) Attempt in all 6 questions.

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| 1. (a) Explain in brief (any two) :- | 8 |
| (i) Product life cycle | |
| (ii) Marketing Mix | |
| (iii) Product Cost. | |
| (b) Explain the positioning of pharmaceutical Industry. | 4 |
| (c) Explain different working style of Acute, Chronic and CXC segment. | 3 |
| 2. (a) Discuss the main components of Balance sheet. | 8 |
| (b) Write a note on-Importance of Brand plan. | 3 |
| 3. (a) Explain SWOT Analysis with any one example. | 8 |
| (b) Write a note on six sigma concept. | 3 |
| 4. (a) Describe FDA regulations and approvals for pharmaceutical product quality Management. | 8 |
| (b) Write a note on ESIS scheme. | 3 |
| 5. (a) Explain BCG Matrix with example. | 8 |
| (b) Write a note on DPCO. | 3 |
| 6. (a) Explain Market Segmentation with example. | 8 |
| (b) Write a note on Stress Management. | 3 |
| 7. (a) Explain theories of Motivation. | 8 |
| (b) Write a note on effective Segmentation Criteria. | 3 |

 Wg-Con. : 9712-15.