

T.Y.B. Pharm Sem (V)
CBGS
Pharmaceutical Management

QP Code : 10419

(3 Hours)

[Total Marks : 70

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

1. Answer the following questions :—

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| (a) Define Marketing. | 1 |
| (b) What are Patentable and Non-Patentable goods with examples. | 2 |
| (c) Define Fixed Assets and Direct Tax. | 2 |
| (d) Management is art as well as science. | 2 |
| (e) Outline of Communication Procedure. | 2 |
| (f) Define Balance Sheet. | 1 |
| (g) What is planning and its advantages. | 2 |
| (h) Differentiate between Marketing and Sales. | 3 |

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| 2. (a) Explain the role of major players in Pharmaceutical Industry. | 4 |
| (b) What are different stages in PLC. | 4 |
| (c) Why Market Segmentation is essential. | 3 |

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| 3. (a) Explain the concept of Six Sigma. | 4 |
| (b) Why Branding and Packaging have become important today. | 4 |
| (c) What is pricing and discuss different methods of pricing. | 3 |

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| 4. (a) Explain in detail Patent Registration Procedure. | 4 |
| (b) SWOT Analysis in context to Pharmaceutical Industry. | 4 |
| (c) Write Performa of Profit and Loss Account and Balance Sheet. | 3 |

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| 5. (a) Explain USFDA regulation and approval. | 4 |
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OR

(a) Solve the Case Study :—

The Balaji Hotel, located in a narrow lane in a busy locality in Hyderabad, which serves Andhra Style food has become very popular and has become very over crowded. The owner of the hotel Mr. Rajendra Reddy allowed his nephew to open a hotel in the same name in a nearby locality. The new hotel has a better building and very attractive seating arrangement. The food served in the new hotel is supplied from old hotel on a cost-plus basis. Within short while, the new hotel began to attract more customers than the original one, although the prices in the new hotel are about 20% higher than in the older one :—

- Analyse the case
- Why is the new hotel able to attract more customers.
- Do you suggest any future marketing strategy for the Balaji Hotel.

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- (b) Briefly explain Stress Management. 4
- (c) What are the different elements of Pharmaceutical Industry in order to understand its working uniqueness of Medical Product Marketing. 3
6. (a) DPCO and its importance. 4
- (b) Short note on BCG Matrix. 4
- (c) Explain Maslow's theory of motivation. 3
7. (a) Why do conflict arises ? How would you as a manager resolves conflict. 4
- (b) Four elements of Marketing Mix. 4
- (c) Short note on 4P's. 3
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