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Roll No

PY-601 (GS)**B.Pharmacy VI Semester**

Examination, May 2018

Grading System (GS)**Pharmaceutical Industrial Management***Time : Three Hours**Maximum Marks : 70**Note:* i) Attempt any five questions.

ii) All questions carry equal marks.

iii) Draw neat and clean diagram wherever necessary.

1. Discuss the scenario of pharmaceutical industry in India.
2. Explain in detail about planning and structural layout of pharmaceutical industry.
3. Write general concepts and principles of pharmaceutical management.
4. Outline the inventory control management in pharmaceutical industry.
5. Write different aspects of pharmaceutical production management. Enlist various performance evaluation techniques.

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6. Write a note on followings (any three):

- a) Balance sheet
- b) Promissory notes
- c) Journal and ledger entries
- d) Principles of accountancy

7. Discuss the principles of economics in reference to laws of demand and supply. Explain demand curves in detail.

8. Write principles of sales promotion. Discuss the need of ethics in sales.

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