

[Total No. of Questions - 9] [Total No. of Printed Pages - 2]
(2125)

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B. Pharmacy 7th Semester Examination
Pharmaceutical Industrial Management (OS)
HBP-405

Time : 3 Hours

Max. Marks : 80

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Answer five questions in all. Select one question each from Section A, B, C and D. Section E is compulsory. All questions carry equal marks.

SECTION - A

1. What is the meaning of trial balance? Is agreement of a trial balance a conclusive proof of accuracy of books of accounts? Discuss. (16)
2. Explain the term 'profit and loss account'. How it is prepared? What is the need for preparing a profit and loss account? (16)

SECTION - B

3. Describe 'law of demand' and 'law of supply' with suitable examples. (16)
4. List out four functions and advantages of wholesale and retail business. (16)

SECTION - C

5. Explain the factors governing sale and sale promotion. (16)

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6. Define and discuss the need for market segmentation. What is segmentation theory? (16)

SECTION - D

7. Explain the significance and scope of materials management. (16)
8. Discuss the different aspects of production management. (16)

SECTION - E
(Compulsory Questions)

9. Attempt all parts in brief:
 - (a) Balance sheet.
 - (b) Documentary bills.
 - (c) Inland and foreign trade.
 - (d) Departmental store.
 - (e) Forecasting market demands.
 - (f) Ethics of sales.
 - (g) Inventory control.
 - (h) Evaluation of material management. (8×2=16)