

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. Pharm. – SEMESTER – II • EXAMINATION – SUMMER • 2014

Subject Code: 1911602

Date: 26-05-2014

Subject Name: Pharm Management - I

Time: 02:30 pm - 05:30 pm

Total Marks: 80

Instructions:

- 1. Attempt any five questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

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|-------------|---|-----------|
| Q.1 | (a) Write a short note on “Equity approach” for motivation. | 06 |
| | (b) Describe the importance of communication. | 05 |
| | (c) Describe the “Formal planning process”. | 05 |
| Q.2 | (a) Write a short note on stress management of Vice President- Production. | 06 |
| | (b) What is appraisal and describe its importance in pharmaceutical company. | 05 |
| | (c) Write a short note on budgeting. | 05 |
| Q.3 | (a) Write a short note on product life cycle and strategies to manage them. | 06 |
| | (b) Write a short note on “Programmed and non programmed decisions”. | 05 |
| | (c) Explain the difference between a transactional and a transformational leader. When is each type useful? | 05 |
| Q.4 | (a) Write a short note on recruitment and selection of Production Manager in Pharmaceutical company. | 06 |
| | (b) How do you tackle the pharmaceutical production worker dispute regarding wages? | 05 |
| | (c) Write a short note on project management. | 05 |
| Q.5 | (a) Write a short note on organizational structures. | 06 |
| | (b) Draw a model of sales and marketing structure in pharmaceutical company. | 05 |
| | (c) Write a short note on “Financial controls” | 05 |
| Q. 6 | (a) Describe line and staff authority. | 06 |
| | (b) What is orientation and why is it required in pharmaceutical company? | 05 |
| | (c) Write in brief pharmaceutical management. | 05 |
| Q.7 | (a) Which type of skills are needed for Pharmaceutical Manager both sales and production. | 06 |
| | (b) Describe any five roles of Medical Representative. | 05 |
| | (c) Write a short note on time management. | 05 |
