

GUJARAT TECHNOLOGICAL UNIVERSITY**M. Pharm. – SEMESTER – II • EXAMINATION – SUMMER • 2014****Subject Code: 1921602****Date: 31-05-2014****Subject Name: Pharm Management-II****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.

Q.1	(a)	Define Production management. Discuss fundamentals of production management.	08
	(b)	Discuss SWOT analysis with its significance in pharma industries.	08
Q.2	(a)	What is productivity? Discuss different measures to increase productivity.	08
	(b)	Describes various quality management systems.	08
Q.3	(a)	Explain : Inventory. Describe any two methods to maintain inventory control & reduce production cost.	06
	(b)	Describe in brief different tools to obtain total quality management.	05
	(c)	Describe functional layout for tablets production unit.	05
Q.4	(a)	Discuss the factors to be considered in selection of plant location. Draw labelled process layout for sterile manufacturing.	06
	(b)	Write a short note on e-Pharmamarketing.	05
	(c)	Discuss PERT & CPM chart with respect to operation research.	05
Q.5	(a)	Describe role of packaging material with respect to stability & logistic management.	06
	(b)	Discuss the importance of design & location of warehousing in material management & lowering production cost.	05
	(c)	Discuss the effect of environmental factors affecting on product marketing.	05
Q. 6	(a)	Discuss 7P's role in marketing	08
	(b)	Explain Marketing research. Discuss different tools & techniques employed in this area.	08
Q.7	(a)	What is product life-cycle? Describe various techniques for sales promotion.	08
	(b)	Describe various methods for demand measurement & forecasting.	08