

GUJARAT TECHNOLOGICAL UNIVERSITY
MPHARM - SEMESTER- I • EXAMINATION – WINTER 2012

Subject code: 1911602**Date: 11-01-2013****Subject Name: Pharm Management -1****Time: 10:30 am – 01:30 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) Define the term management. Explain organizing process in pharma. | 06 |
| | (b) Write a note on the tools for better coordination and communications. | 05 |
| | (c) Comment: Pharma human relation functions (HRD) are changes in today's era. | 05 |
| Q.2 | (a) Write the marketing organization and functions of pharmaceutical market. | 06 |
| | (b) Write a note on budgetary control. | 05 |
| | (c) Comment: Innovation is first step (quality) of to be an Entrepreneur. | 05 |
| Q.3 | (a) What is R& D. Write the various departments in any full developed R & D Centre. | 06 |
| | (b) Customer (patients) demand are different from today's corporate hospital pharmacy and ayurvedic manufacturers. | 05 |
| | (c) Comment: CRO are dependent on Clients. | 05 |
| Q.4 | (a) Write the Leadership qualities. | 06 |
| | (b) Write a note on delegation of responsibility and authority. | 05 |
| | (c) Comment: Taking no decision is better decision. | 05 |
| Q.5 | (a) Write a note on Job Analysis and Job Description with suitable example. | 06 |
| | (b) Write the selection criteria and qualities needed for the posts of marketing representative and production chemist. | 05 |
| | (c) Comment: Self appraisal is better tool for improvement. | 05 |
| Q. 6 | (a) Define the term Industrial disputes. Write the various settlement methods. | 06 |
| | (b) Write various rewards and incentive methods in pharma marketing. | 05 |
| | (c) Comment: Giving gifts to doctors are good incentives by pharma company. | 05 |
| Q. 7 | (a) Write various methods by industries to reduce stress management. | 06 |
| | (b) Write the project report to start new enterprise of "Medical Tourism Services". | 05 |
| | (c) Comment: Today is the need of project manager and not M.Pharm (specialization). | 05 |
