

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**M. Pharm. – SEMESTER – I • EXAMINATION – WINTER 2013**

**Subject Code: 1911602**

**Date: 26-12-2013**

**Subject Name: Pharm Management - I**

**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.**

|             |                                                                 |           |
|-------------|-----------------------------------------------------------------|-----------|
| <b>Q.1</b>  | <b>(a)</b> Write a note on Planning.                            | <b>06</b> |
|             | <b>(b)</b> Describe Entrepreneurship Development.               | <b>05</b> |
|             | <b>(c)</b> Write a note on Budgeting.                           | <b>05</b> |
| <b>Q.2</b>  | <b>(a)</b> Describe responsibilities of a Manager.              | <b>06</b> |
|             | <b>(b)</b> Write a note on Leadership.                          | <b>05</b> |
|             | <b>(c)</b> Explain Decision making procedures.                  | <b>05</b> |
| <b>Q.3</b>  | <b>(a)</b> Write a Note on Time Management.                     | <b>06</b> |
|             | <b>(b)</b> Describe Process of performance Appraisal.           | <b>05</b> |
|             | <b>(c)</b> Explain: Settlement of Disputes.                     | <b>05</b> |
| <b>Q.4</b>  | <b>(a)</b> Describe Maslow's Theory of Motivation.              | <b>06</b> |
|             | <b>(b)</b> Write a note on Conflict Management.                 | <b>05</b> |
|             | <b>(c)</b> Write a note on Rewards and incentives.              | <b>05</b> |
| <b>Q.5</b>  | <b>(a)</b> Explain process of communication.                    | <b>06</b> |
|             | <b>(b)</b> Describe Measures of Effective Communication.        | <b>05</b> |
|             | <b>(c)</b> Write a note on Stress Management.                   | <b>05</b> |
| <b>Q. 6</b> | <b>(a)</b> Describe efficient functioning of Hospital pharmacy. | <b>06</b> |
|             | <b>(b)</b> Write a note on costing.                             | <b>05</b> |
|             | <b>(c)</b> Explain staffing.                                    | <b>05</b> |
| <b>Q.7</b>  | <b>(a)</b> Write a note on Project Management.                  | <b>06</b> |
|             | <b>(b)</b> Explain Job Analysis.                                | <b>05</b> |
|             | <b>(c)</b> Describe NEM.                                        | <b>05</b> |

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