Seat No.: Enrolm	ent No
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Subject Code: 839902

GUJARAT TECHNOLOGICAL UNIVERSITY

Date: 03-06-2015

MBA - SEMESTER-III • EXAMINATION - WINTER 2014

Tiı	ne: 1	Name: Pharmaceutical Management 4:30 pm – 17:30 pm Total Marks: 70 ns: Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	What do you mean by Patents? Explain implication of patents on the Indian Pharmaceutical Industry.	07
	(b)	"Research and Development is backbone of Pharmaceutical Industry" Evaluate this sentence.	07
Q.2	(a) (b)	Explain Strategic role of Operation Management in Pharmaceutical Industry. Define Quality Control (QC) and Quality Assurance (QA). Write brief note on tools and techniques used in QC and QA. OR	07 07
	(b)	Explain need of Current Good Manufacturing Practices (cGMP) in context of Pharmaceutical Industry.	07
Q.3	(a)	If you are appointed as Product Manager in PMT (Product Management Team) of Pharmaceutical company, How will you help company to increase marketing and operation efficiency?	07
	(b)	Write short note on Analysis of Market Opportunity with respect to therapeutic segmentation of Pharmaceutical Industry. OR	07
Q.3	(a)	Explain: How sales promotion of Pharmaceutical Industry differs from other industry?	07
	(b)	What do you mean by Market Research? Explain how market research helps in marketing and manufacturing decision of pharmaceutical product.	07
Q.4	(a) (b)	Write a short note on Drug and Magic Remedies Act, 1954 Explain the role and application of Major Laws and Act governing the Pharmaceutical Industry.	07 07
Q.4	(a)	OR Write a short note on The Trade and Merchandise Marks Act, 1958	07
Q.T	(b)	Write a short note on The Pharmacy Act, 1948	07
Q.5	(a) (b)	Explain Cardiovascular System of human body and concern disorders in detail Write a detailed note on Elementary Tissues of the human body. OR	07 07
Q.5	(a) (b)	Write a short note on Physiology of Respiratory System of human body. How Digestive System of human body works? Write about enzymes facilitate digestive system.	07 07
