Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
M. Pharm – SEMESTER – II • EXAMINATION SUMMER 2017

Subject code: 1921602 **Date: 31/05/2017**
Subject Name: Pharm. Management -II
Time: 10:30 AM to 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.**

Q.1	(a)	Discuss importance of production planning & quality control in product lifecycle.	**06**
	(b)	Discuss R & D significance in development of quality products.	**05**
	(c)	Describe in brief production line & job balancing.	**05**
Q.2	(a)	Discuss the role of store keeping & inventory management.	**08**
	(b)	Describe economic policy, production capacities, & manufacturing economics role in production management.	**08**
Q.3	(a)	Describe various motives for sales promotion for maintaining product market demand.	**06**
	(b)	Write applications of PERT & CPM chart.	**05**
	(c)	Discuss factors influencing in selection of plant location.	**05**
Q.4	(a)	Discuss recent advances in packaging for improvement product market demand & stability.	**06**
	(b)	Describe good warehousing practices & its advantages	**05**
	(c)	Describe various advance concepts in marketing.	**05**
Q.5	(a)	Discuss product management through corporate management strategy in concern to pharmaceutical industries.	**08**
	(b)	Describe various tools & techniques for productivity management.	**08**
Q. 6	(a)	Write a detail note on market demand & sales forecasting.	**10**
	(b)	Discuss in brief: product differentiation & addition of product line.	**06**
Q.7	(a)	Write a note on marketing research techniques.	**06**
	(b)	Describe non- sterile product layout & functional layout with respect to tablets production unit.	**05**
	(c)	Write importance of SWOT analysis.	**05**

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