Seat No.:		Enrolment No.		
		<b>GUJARAT TECHNOLOGICA</b> M. Pharm. – SEMESTER – II • EXAMINAT		
•	Subject Code: 1911602 Date: 26-05-2014			
-	e: 02	Name: Pharm Management - I 2:30 pm - 05:30 pm <sup>ns:</sup>	Total Marks: 80	
	2.	Attempt any five questions. Make suitable assumptions wherever necessar Figures to the right indicate full marks.	°y.	
Q.1	(a) (b) (c)	Write a short note on "Equity approach" for mo Describe the importance of communication. Describe the "Formal planning process".	nce of communication.	
Q.2	(a) (b) (c)	What is appraisal and describe its importance in pharmaceutical company.		
Q.3	(a) (b) (c)			
Q.4	(a) (b) (c)	<ul><li>Write a short note on recruitment and selection of Production Manager in</li><li>Pharmaceutical company.</li><li>How do you tackle the pharmaceutical production worker dispute regarding wages?</li><li>Write a short note on project management.</li></ul>		
Q.5	(c) (a) (b) (c)	Write a short note on organizational structures. Draw a model of sales and marketing structure in pharmaceutical company. Write a short note on "Financial controls"		
Q. 6	(a) (b) (c)	Describe line and staff authority. What is orientation and why is it required in pharmaceutical company? Write in brief pharmaceutical management.		
Q.7	(a) (b) (c)	Which type of skills are needed for Pharmaceur production. Describe any five roles of Medical Representat Write a short note on time management.		

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