Seat	No.: _	Enrolment No	
		GUJARAT TECHNOLOGICAL UNIVERSITY	
		M. Pharm. – SEMESTER – II • EXAMINATION – SUMMER • 2015	
Sub	ject (Code: 1921602 Date: 16-05-2015	
Sub	ject N	Name: Pharm Management - II	
Tim	e: 10	:30 am - 01:30 pm Total Marks: 80	
Instr	uction		
		Attempt any five questions.	
		Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
	<i>J</i> .	rigures to the right indicate run marks.	
Q.1	(a)	Discuss functional layout for manufacturing sterile preparations.	06
	(b)	Write a note on economic aspects of manufacturing pharmaceutical products.	05
	(c)	What is operation research? Explain Project Evaluation and Review Technique.	05
Q.2	(a)	Discuss steps to ensure quality control and management of R & D.	06
	(b)	Explain problems, tools and improvement measures for productivity.	05
	(c)	What is inventory? Describe various methods to maintain inventory control.	05
Q.3	(a)	Explain recent advances in design and packaging techniques for non-sterile	06
	(b)	dosage forms.	05
	(b) (c)	Write a note on consumer oriented marketing concept. Explain characteristics of pharmaceutical salesman.	05 05
0.4			
Q.4	(a) (b)	Define pharmaceutical marketing. Explain role of 7 P's in marketing mix. Discuss levels of marketing channels.	06 05
	(c)	Write a note on market segmentation.	05
0.5			06
Q.5	(a)	Explain design, construction, maintenance, and sanitation practices of warehousing.	VO
	(b)	Discuss product management at various stages of product lifecycle.	05
	(c)	Describe principles and types of pharmaceutical advertising.	05
Q. 6	(a)	Explain in detail steps of new product planning.	06
	(b)	Write a note on visible and invisible inputs in production management.	05
	(c)	Discuss the importance of SWOT analysis in pharmaceutical companies.	05
Q.7	(a)	Define marketing research. Elaborate on various pharmaceutical marketing	06
		research techniques.	
	(b)	Explain objectives and importance of sales forecasting.	05
	(c)	Write merits and demerits of E-Pharma Marketing.	05
