GUJARAT TECHNOLOGICAL UNIVERSITY M. Pharm. SEMESTER-I • EXAMINATION – WINTER-2016

Subject Code: 1911602 Subject Name: Pharm Management-I Time: 10.30 AM – 01.30 PM

Date: 04/01/2017

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 on desirable job characteristics that can influence performance of employees.	06
	(b) (c)	Write on factors affecting organizational structure. Discuss different methods adopted in stress management.	05 05
Q.2	(a)	Do situations influence the leadership style of individuals? Explain with the help of behavioral theory.	06
	(b) (c)	Write a method to measure leadership style. Define the term Industrial disputes. Write the various settlement methods.	05 05
Q.3	(a)	Discuss role of post marketing feed back and analysis in long term sustainability of product in market.	06
	(b) (c)	Define Management. Write importance of Management. How does work-life balance help an employee to become efficient at work and stress management?	05 05
Q.4	(a)	Explain the financial control. Discuss planning and auditing of budget role in smooth functioning of hospital pharmacy.	06
	(b) (c)	Discuss the role of communication in time management. Discuss in detail functions of management.	05 05
Q.5	(a) (b) (c)	Describe the steps involved in the management of project. Explain various types of organizational structures. Define entrepreneurship. What characteristics are required to be an entrepreneur?	06 05 05
Q. 6	(a) (b) (c)	Write misconception about marketing. Discuss strategic planning in marketing. Write a note on the tools for better coordination and communications. Write Advantages and limitation of Budgetary control.	06 05 05
Q.7	(a) (b) (c)	Define Leader. Discuss desired qualities and function of a Leader. How decision making contributes in effective management. Describe different sources and steps involved in recruitment process.	06 05 05
