## **GUJARAT TECHNOLOGICAL UNIVERSITY** MPHARM - SEMESTER- I • EXAMINATION – WINTER 2012

|      | •                 | t code: 1911602 Date: 11-01-2013   |                |
|------|-------------------|--|----------------|
|      | Time:             | et Name: Pharm Management -1<br>10:30 am – 01:30 pm Total Marks: 80  |                |
|      | 2                 | ctions:<br>1. Attempt any five questions.<br>2. Make suitable assumptions wherever necessary.<br>3. Figures to the right indicate full marks.  |                |
| Q.1  | (a)               | Define the term management. Explain organizing process in pharma.  | 06             |
|      | (b)               | Write a note on the tools for better coordination and communications.  | 05             |
|      | (c)               | Comment: Pharma human relation functions (HRD) are changes in today's era.   | 05             |
| Q.2  | (a)               | Write the marketing organization and functions of pharmaceutical market.   | 06             |
|      | (b)               | Write a note on budgetary control.   | 05             |
|      | (c)               | Comment: Innovation is first step (quality) of to be an Entrepreneur.  | 05             |
| Q.3  | (a)<br>(b)<br>(c) | What is R& D. Write the various departments in any full developed R & D Centre.<br>Customer (patients) demand are different from today's corporate hospital<br>pharmacy and ayurvedic manufacturers.<br>Comment: CRO are dependent on Clients.               | 06<br>05<br>05 |
| Q.4  | (a)               | Write the Leadership qualities.  | 06             |
|      | (b)               | Write a note on delegation of responsibility and authority.  | 05             |
|      | (c)               | Comment:. Taking no decision is better decision.   | 05             |
| Q.5  | (a)<br>(b)<br>(c) | Write a note on Job Analysis and Job Description with suitable example.<br>Write the selection criteria and qualities needed for the posts of marketing<br>representative and production chemist.<br>Comment: Self appraisal is better tool for improvement. | 06<br>05<br>05 |
| Q. 6 | 6 (a)             | Define the term Industrial disputes. Write the various settlement methods.   | 06             |
|      | (b)               | Write various rewards and incentive methods in pharma marketing.   | 05             |
|      | (c)               | Comment: Giving gifts to doctors are good incentives by pharma company.  | 05             |
| Q. 7 | (a)               | Write various methods by industries to reduce stress management.   | 06             |
|      | (b)               | Write the project report to start new enterprise of "Medical Tourism Services".  | 05             |
|      | (c)               | Comment: Today is the need of project manager and not M.Pharm (specialization).  | 05             |

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