

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
M. Pharm. – SEMESTER – II • EXAMINATION – WINTER • 2014

Subject Code: 1921602

Date: 26-12-2014

Subject Name: Pharmaceutical Management - II

Time: 10:30 am - 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.

- Q1.** (a) Give layout of a Pharma tablet manufacturing company. **6**
(b) What is Production Management? Calculate total time for tablet manufacturing process by CPM. **5**
(c) Write a note on Materials management. **5**
- Q2.** (a) Mention all steps in detail to start an R&D department in existing pharma company. **6**
(b) Give importance of PERT and CPM with respect to time and project mgt. **5**
(c) Give a layout of a parenteral manufacturing company. **5**
- Q3.** (a) Explain importance of packaging in pharmaceuticals. **6**
(b) Explain different counterfeit packaging techniques. **5**
(c) Give design construction requirements, sanitation, storage and environmental requirement of a warehouse. **5**
- Q4.** (a) Write a note on new product planning. **6**
(b) How is pharmaceutical marketing different from normal consumer marketing? **5**
(c) What should be the qualities of a pharmaceutical salesman? **5**
- Q5.** (a) What are the techniques of pharmaceutical marketing? **6**
(b) How is e-marketing done? **5**
(c) How will you evaluate your own marketing strategy? **5**
- Q6.** (a) What are different Market research techniques? **6**
(b) Write a note on market demand and sales forecasting. **5**
(c) What is the steps of market research? **5**
- Q7.** (a) What are different marketing information systems? **6**
(b) How will you forecast market share of your product? **5**
(c) What is corporate planning strategy? **5**
