

**PURUS – VIII (SEMESTER PATTERN): APRIL / MAY - 2011**  
**SUBJECT: PHARMACEUTICAL MANAGEMENT**

Day : **Tuesday**  
Date : **03-05-2011**

Time: **2:00 P.M. To 5:00 P.M**  
Max. Marks: 80.

**N.B.:**

- 1) **Q.No.1 and Q.No.5 are COMPULSORY.** Out of remaining questions attempt **ANY TWO** questions from each section.
- 2) Answers to both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

**SECTION – I**

**Q.1** Answer **ANY FIVE** of the following: **[10]**

- a) Give schematic representation of concept of management.
- b) What is structural communication?
- c) How power differs from authority?
- d) Enumerate qualities of creative manager.
- e) What is formal and informal organization?
- f) What is principle of direction?
- g) State the disadvantages of Dunkel Text.
- h) State the objectives of finance management.

**Q.2** a) What is management inventory? Discuss various factors affecting number and kind of managers. **[10]**

b) Explain how pharmacy is profession, art and science. **[05]**

**Q.3** a) Discuss various theories of motivation. **[08]**

b) Comment on 'Decentralization of authority'. **[07]**

**Q.4** Write short notes on **ANY THREE** of the following: **[15]**

- a) Line and staff relationship
- b) Various channels of communication
- c) Recruitment in organization
- d) Types of policies
- e) Performance appraisal by MBO method

**SECTION – II**

**Q.5** Answer **ANY FIVE** of the following: **[10]**

- a) Define PERT and CPM.
- b) What is inventory management?
- c) What is significance of 'Lead time'?
- d) Give a brief account of effective material management.
- e) State the scope of GLP.
- f) Define concurrent and process validation.

- Q.6** Solve the following example and identify normal as well as crash critical path [15]  
with time and money involved.

Activity	Time		Money	
	Normal	Crash	Normal	Crash
1 → 2	6	4	4,000	6,000
1 → 3	4	2	6,000	8,000
2 → 3	4	3	5,000	8,000
3 → 4	6	4	8,000	10,000
4 → 5	2	1	4,000	6,000

- Q.7** All well pharmaceuticals manufactures ethambutol tablets with a batch size [15]  
1,00,000 tablets. The selling price per tablet is Rs. 1.0. Total variable cost is  
Rs. 20,000. Fixed cost is Rs. 30,000. Calculate:
- a) P/V ratio
  - b) BEP
  - c) BEP if selling price is increased by 20%
  - d) Operating sales at profit Rs. 20,000
  - e) Profit at operating sales Rs. 80,000
  - f) Margin of safety

- Q.8** Write short notes on ANY THREE of the following: [15]
- a) Techniques of Inventory Control
  - b) Concurrent validation
  - c) Informal quality audits
  - d) GMP guidelines in relation to building
  - e) Steps in launching a pharma product

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