UNIVERSITY OF THE PUNJAB

Final Prof. A/2015
Examination: Doctor of Pharmacy (Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing
PAPER: 5

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q. NO. 1:(a) Define Production management and enlist objectives of material management.**(06)**

(b) Define Inventory Control and Discuss different tools of Inventory control. **(14)**

Q. NO. 2: (a) Describe barriers which resist an effective communication. **(10)**

(b) Discuss the key components of an effective communication. **(10)**

Q. NO. 3: (a) Define Promotion Mix and discuss Advertising in detail. **(15)**

(b) Discuss SWOT analysis. **(05)**

Q. NO. 4: Define Motivation and discuss at least three motivation theories in detail. **(20)**

Q. NO. 5:(a) Discuss the significance of staffing and training in organizing. **(10)**

(b) Discuss types and objectives of community Pharmacy. **(10)**

Q. NO. 6: (a) Write a note on different components of Cost Control. **(10)**

(b) Discuss different stages of Product Life Cycle. **(10)**

Q. NO. 7:(a) Explain different roles of a Manager?. **(08)**

(b) Define Price and discuss factors affecting price setting of a product. **(12)**

UNIVERSITY OF THE PUNJAB

Final Prof. A/2016
Examination: Doctor of Pharmacy
(Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing
PAPER: 5

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q. NO. 1: (a) Define distribution channel and discuss different types of a distribution channels with their significance? (15)

(b) What is the importance of Price in Economic System. (05)

Q. NO. 2: Define Production management and its elements. Discuss in detail input management and its control. (20)

Q. NO. 3: (a) "Define Advertising and discuss different types of Advertisements. (15)

(b) Discuss selection criteria for an advertising media. (05)

Q. NO. 4: (a) Explain organizational conditions that hinder and promote creativity. (10)

(b) List five categories that distinguish creative person from non-creative persons. (10)

Q. NO. 5: Define Detailing or Selling Process and Discuss Selling Process in detail. (20)

Q. NO. 6: (a) Discuss functions of Management. (8)

(b) Define Price and Discuss Price formulation strategies. (12)

Q. NO. 7: Define the importance of controlling and discuss in detail three key steps of Controlling. (20)

UNIVERSITY OF THE PUNJAB

Final Prof. 2nd A/2016
Examination: Doctor of Pharmacy
(Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing
PAPER: 5

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q. NO.1:(a) Write a note on basic functions of marketing **(8)**

(b) Define Product and discuss New Product Development Process. **(12)**

Q. NO. 2: (a) What is the difference between Creativity and Innovation? Explain the Personality traits of creative people. **(10)**

(b) Explain how four cognitive creativity skills are promoted by creativity techniques. **(10)**

Q. NO. 3: (a) Define Promotion and its objectives? Discuss how you would design a Promotion Mix. **(12)**

(b) Write a note on Regulation of Promotion for Pharmaceutical Product. **(08)**

Q. NO. 4: (a) Define Price and discuss factors affecting price setting of a product. **(12)**

(b) Discuss different types of price strategies. **(8)**

Q. NO. 5: Discuss Cost Control and Operational Management as elements of production management. **(20)**

Q. NO. 6: Define motivation and discuss in detail two motivation theories. **(20)**

Q. NO. 7: (a) Write a note on different components of Cost Control. **(12)**

(b) Discuss Package as a promotional tool. **(8)**

UNIVERSITY OF THE PUNJAB

Final Prof: Annual - 2017
Examination: Doctor of Pharmacy
(Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing **TIME ALLOWED: 3 hrs.**
PAPER: 5 **MAX. MARKS: 100**

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q.1. Define production management, its objectives and discuss material management in detail. (20)

Q.2. What do you understand by the term Market. Explain integration of different markets. (20)

Q.3. a). Define creativity and innovation. Discuss the different aspects of creativity to enhance the organization output. (12)

b). Discuss the differences between major aspects of creativity enhancers and creativity killers. (08).

Q.4. Define personal selling. Explain briefly the sales process. (20)

Q.5. Explain importance of lay out design with special reference to pharmacy. Explain different types of pharmacy layout designs. (20)

Q.6. a). How McGregor (1957) Theory X and Theory Y helps in motivating the employees in an organization. (10)

b). Discuss the difference between Herzberg Two-Factor Motivation-Hygiene Theory and Goal setting theory. (10).

Q.7. What is the principle of Pharmaceutical ethics. Discuss ethics of sales and promotion of drugs in the pharmaceutical market. (20)

UNIVERSITY OF THE PUNJAB

Final Prof: 2nd Annual - 2017
Examination: Doctor of Pharmacy (Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing
PAPER: 5

TIME ALLOWED: 3 hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q.1. Define marketing and explain marketing system. Discuss 4Ps and 4Cs concepts in marketing. (20)

Q.2. Enlist elements of Production management and discuss operational management in detail. (20)

Q.3. a). Define creativity and innovation. Discuss the personality traits and characteristics of creative people (10).

b).Discuss the organizational design of creativity and write the elements to foster the creativity skills of their employees. (10)

Q.4. What is sales management. What activities are involved in managing a sales force. (20)

Q.5. Discuss strategic importance of pharmacy lay out design. Explain different layout considerations. (20)

Q.6. a). Define motivation. Discuss why people are comparatively lazy in public organizations and which elements contribute towards motivation. (10)

b). List the all theories of motivation and discuss only the motivation theory of Maslow's Hierarchy of Needs. (10).

Q.7. Define Pharmaceutical ethics. Discuss ethical relationship between pharmacist - doctor and pharmacist – patient. (20)

UNIVERSITY OF THE PUNJAB

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Roll No. .....

Final Prof: Annual – 2018

Examination: Doctor of Pharmacy (Pharm.D.)

Subject: Pharmaceutical Management & Marketing
PAPER: 5 Part – I (Compulsory)

TIME ALLOWED: 30 min.
MAX. MARKS: 20

Attempt this Paper on this Question Sheet only.

Please encircle the correct statement. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Select the best possible answer from the following MCQs

1. Pricing of pharmaceutical product is regulated by
   a) Ministry of health
   b) Ministry of finance
   c) Ministry of regulatory affairs
   d) All of the above

2. Purpose of advertisement is to ----------
   a) Inform
   b) Persuade
   c) Remind
   d) All of above

3. ---------- is non paid form of promotion.
   a) Publicity
   b) Advertisement
   c) Personal selling
   d) Both a and c

4. The management activities of retail outlet includes :
   a) Purchasing
   b) Inventory control
   c) Supervising technicians
   d) All of above

5. Unearned income is recorded as
   a) Liability
   b) Income
   c) Assets
   d) Revenue

6. Set of individual products closely related and intended for similar use is
   a) Product line
   b) Product mix
   c) Product assortment
   d) Individual products

7. Life cycle of product consist of
   a) Introduction ,growth,maturity,decline
   b) Growth , maturity , balance , decline
   c) Maturity , growth , hyper marketing , decline
   d) Introduction , maturity , decline , growth

8. Introduction of product at higher price in the market represents :
   a) Market penetration strategy
   b) Market skimming strategy
   c) Market evaluation strategy
   d) Market influencing strategy

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9. Monitor and measurement in management decision making process refers to :
   a) Organizing
   b) Controlling
   c) Planning
   d) Documenting

10. A person who actually develops new idea product or service is
   a) Creator
   b) Inventor
   c) Champion
   d) Sponsor

11. When a company strives to appeal to multiple well defined market segments with a strategy tailored to each segment, it is applying

   a. Undifferentiated marketing

   b. Differentiated marketing

   c. Concentrated marketing

   d. The majority fallacy

12. In terms of goods and services, the function of marketing is to ---------- demand

   a. Plan .

   b. Create

   c. Price

   d. Promote

13. Branding is concerned with _____ component of four _P'.

   a. Promotion

   b. Place

   c. Price

   d. Product

14. A products position is located in the minds of _____.

   a. Advertiser

   b. Salesman

   c. Consumer

   d. All of these

8)

15. Narrowly focused markets that are defined by some special interest are termed as _____.

a. Target markets

b. Mass markets

c. Niche markets

d. Undifferentiated markets.

16. The fundamental service benefit for which a customer is buying a product is _____.

a. Core benefit

b. Basic benefit

c. Intrinsic benefit

d. Ultimate benefit

17. The product that exceeds customers' expectations due to value addition is _____.

a. Basic product

b. Core product

c. Expected product

d. Augmented product

18. Tangible goods that can be used many times are _____.

a. Non-durable

b. Durable

c. Services

d. Basic goods

19. What usually directs a consumer behaviour towards attaining his / her needs is a _____.

a. Stimuli

b. Motive

c. Need

d. Desire

20. Another word for complete segmentation is:

a. Macromarketing.

b. Micromarketing.

c. Niche marketing.

d. Mass marketing

UNIVERSITY OF THE PUNJAB

Final Prof: Annual – 2018
Examination: Doctor of Pharmacy (Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing
PAPER: 5 (Part – II)

TIME ALLOWED: 2 Hrs. & 30 min.
MAX. MARKS: 80

Attempt this Paper on Separate Answer Sheet provided.

Attempt any 4 questions. Each question carry equal marks.

Q.2. Discuss importance of pharmacy lay out design. Explain different types of layout design. (20)

Q.3. What are important factors of motivation and discuss in detail the motivation theories. (20)

Q.4. a). Discuss the significance of staffing and training in organizing. (10)

b). what remedial action are needed by a manager during controlling. (10)

Q.5. a). What are different barrier in effective communication. (10)

b). Discuss various essential and non essential of communication Dos. (10)

Q.6. Define the importance of controlling and discuss in detail three key steps of controlling. (20)

Q.7. a). Discuss the basic needs of material management. (08)

b). Briefly explain elements and functional areas of material management. (12)

UNIVERSITY OF THE PUNJAB

Final Prof: 2nd Annual – 2018

Examination: Doctor of Pharmacy (Pharm.D.)

Roll No. .....

Subject: Pharmaceutical Management & Marketing

PAPER: 5 (Part – II)

MAX. TIME: 2 Hrs. 30 Min.

MAX. MARKS: 80

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Attempt any *FOUR* questions. Each questions carry equal marks.

Q.2. Define the importance of controlling and also discuss in detail three key steps of controlling. (20)

Q.3.a). Discuss the basic needs of material management. (08)

b). Briefly explain elements and functional areas of material management. (12)

Q.4. a). What are various types of managers and give the characteristics of ideal leaders (10)

b). Differentiate between natural and professional managers. (10)

Q.5. What are important factors of motivation and discuss in detail the motivation theories. (20)

Q.6. a) Define Pharmaceutical ethics and its significance. (04)

b). Discuss the following in context of pharmaceutical ethics: (8 + 8)

i). Ethics of relations between pharmacist and patient.

ii). Ethics of relations between pharmacist and doctors.

Q.7. Discuss the basic need of material management? Write briefly principles of material management. (20)

UNIVERSITY OF THE PUNJAB

Final Prof: 2nd Annual – 2018

Examination: Doctor of Pharmacy (Pharm.D.)

Roll No. in Fig. .....

Roll No. in Words. .....

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Signature of Supdt.:

Subject: Pharmaceutical Management & Marketing **MAX. TIME: 30 Min.**

PAPER: 5 Part – I (Compulsory) **MAX. MARKS: 20**

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer cutting and overwriting is not allowed. (1x20=20)

1. Adding another job will increased workers responsibility is known as
   a) Job design
   b) Job enrichment
   c) Job station
   d) All of above

2. The sale level at maturity phase often :
   a. Increase
   b. Decrease
   c. Both
   d. None

3. Following are characteristic of clan control except :
   a) Intrinsic
   b) Top down control
   c) Mutual influence
   d) Flexible

4. ---------- are primary needs
   a) Security
   b) Physiological
   c) Self esteem
   d) All of above

5. The other name of product mix is
   a) Product assortment
   b) Product combination
   c) Product advertisement
   d) Product evaluation process

6. the process of determining what a firm will receive in exchange of its product is called
   a) marketing
   b) pricing
   c) production
   d) promotion

7. pricing of pharmaceutical is regulated by
   a) ministry of health
   b) ministry of finance
   c) ministry of regulatory affairs
   d) all of above

8. primary reward system consist of
   a) pay
   b) promotion
   c) benefits
   d) all of above

9. A person who actually develop new idea product service is
   a) Creator
   b) Inventor
   c) Champion
   d) Sponsor

10. Planning , coordination and leading are more prominent in
    a) Management
    b) Administration
    c) Organization
    d) Pharmaceutical firm

11. Micromarketing includes:

    a. Segment marketing and niche marketing.

    b. Mass marketing and demographic marketing.

    c. Local marketing and individual marketing.

    d. Individual marketing and self-marketing

12. The target market selection in which there is no or little synergy among the various segments but each state to be a money maker is

    a. Selective specialization

    b. Product specialization

    c. Market specialization

    d. Full market coverage

13. When focus is on making a single product and selling it to several different market segments, it is

    a. Selective specialization

    b. Product specialization

    c. Market specialization

    d. Full market coverage

14. The product mix may be divided:

    a. Into a number of product items.

    b. Into a number of product lines.

    c. Into a number of product variants.

    d. Into a number or specialty products as compared with the number of convenience products

15. The product mix should have depth, width and:

a. Convenience

b. Clarity

c. Consistency

d. Line

16. Positioning is what a manufacturer does to the _____.

a. product

b. media

c. quality

d. mind of prospect

17. 'Environmentally friendly' this is an example of positioning as per _____.

a. attribute

b. price

c. quality

d. target marget

18. Goods that customers usually purchase frequently with minimum efforts are _____ goods.

a. convenience

b. shopping

c. speciality

d. Unsought

19. Labeling, packaging are associated with:

a. Price mix

b. Product mix

c. Place mix

d. Promotion mix

20. Who sells to the customers?

a Semi wholesalers

b Wholesalers

c Retailer

d Distributor

UNIVERSITY OF THE PUNJAB

Doctor of Pharmacy (Pharm.D.) Final Prof: Annual–2019

Subject: Pharmaceutical Management & Marketing (New Course)

Paper: 5 Part – I (Compulsory) **Time: 30 Min. Marks: 20**

Roll No. in Fig. .....

Roll No. in Words. .....

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Signature of Supdt

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct option. **(20x1=20)**

i. Prospecting and communicating are characteristics of;
   a) Personnel b) Sales Person
   c) Personal selling d) Sales Manager

ii. The third step in personal selling process after completion of pre-approach step is to:
   a) Approach b) Handling objection
   c) Prospecting and qualifying d) Presentation and demonstration

iii. Marketing is a process of converting the potential customers into _____.
   a) Actual customers b) Prospective customers
   c) Marketers d) None of these

iv. Which of the following is not included in the function of physical supply?
   a) Standardization b) Storage
   c) Transport d) Packaging

v. _____ simply refers to product planning.
   a) Merchandising b) Assembling
   c) R&D d) None of these

vi. Market where there is no physical delivery of goods:
   a) Future market b) Spot market
   c) Perfect market d) None of these

vii. DRAP means
   a) Drug regulatory authority of Pakistan
   b) Drug regulatory agency of Pakistan
   c) Drug record authority of Pakistan
   d) Drug Record agency of Pakistan

viii. Branding is a function of _____.
   a) Research b) Exchange
   c) Physical supply d) Facilitating

ix. The essential criteria for effective segmentation is:
   a) Homogeneity b) Measurability
   c) Profitability d) All of these

x. Serving a small market not served by competitors is known as _____:
   a) Local marketing b) Niche marketing
   c) Segment marketing d) Individual marketing

xi. Motives which are driven by learning, perception and attitude are known as:
   a) Emotional Motives b) Patronage motives
   c) Psychological motives d) Rational Motives

P.T.O.

xii. Anything that has the ability to satisfy a consumer need is known as _____.
a) Price
b) Package
c) Product
d) Promotion

xiii. Products seen as having extension potential into other markets
a) Local Products
b) Multinational Products
c) International Products
d) Global Products

xiv. Brands owned and developed by producers are known as:
a) Manufacturer brands
b) Individual brands
c) Family brands
d) Dealer

xv. _____ brands indicate only the product category.
a) Dealer
b) Licensed
c) Generic
d) Individual

xvi. Brands add value for both customers and the firm by
a) Facilitating purchase
b) Establish loyalty
c) Both (a) and (b)
d) None of these

xvii. _____ influence product line decisions.
a) Customer preference.
b) Change in demand
c) Product specialisation
d) All of these

xviii. Setting price on the basis of the demand for the product is known as _____.
a) Cost Based Pricing
b) Demand Based Pricing
c) Competition Based Pricing
d) Value Based Pricing

xix. Which of the following are the elements of product positioning.
a) The Product
b) The Company
c) The Consumer
d) All of these

xx. Departmental store is an example of
a) Second hand goods seller
b) Large scale retailer
c) Multiple shop
d) None of these

UNIVERSITY OF THE PUNJAB

Doctor of Pharmacy (Pharm.D.) Final Prof: Annual–2019

Roll No. .....

Subject: Pharmaceutical Management & Marketing (New Course)
Paper: 5 Part – II

Time: 2 Hrs. 30 Min. Marks: 80

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Note: Attempt any *FOUR* questions. Each question carries equal marks.

Q.2. a) What is pharmaceutical market? Differentiate between pharmaceutical market and consumer goods market. (10)

b) What are the various sources of marketing communications? (10)

Q.3. a) Write in detail about the objectives and methods of sales promotion. (10)

b) Write the quality requirements for a sales men. (10)

Q.4. What are basic component of motivation and discuss the ERG theory of motivation. (20)

Q.5. Define the importance of controlling and discuss in detail three key steps of controlling. (20)

Q.6. Define production management and material management in detail. (20)

Q.7. Define a product strategy and discuss in detail product launch strategy. (20)

UNIVERSITY OF THE PUNJAB

Doctor of Pharmacy (Pharm.D.) Final Prof: Annual–2019

Roll No. .....

Subject: Pharmaceutical Management & Marketing (Old Course)

Paper: 5

Time: 3 Hrs. Marks: 100

Note: Attempt any *FIVE* questions. Each question carries equal marks.

Q.1. Enlist elements of Production management and discuss operational management in detail. (20)

Q.2. Define marketing and explain marketing system. Discuss 4Ps and 4Cs concepts in marketing. (20)

Q.3. a). Define creativity and innovation. Discuss the different aspects of creativity to enhance the organization output. (10)

b).Discuss the organizational design of creativity and write the elements to foster the creativity skills of their employees. (10)

Q.4. Define personal selling. Explain briefly the sales process. (20)

Q.5. Explain importance of lay out design with special reference to pharmacy. Explain different types of pharmacy layout designs. (20)

Q.6. a). How McGregor (1957) Theory X and Theory Y helps in motivating the employees in an organization. (10)

b). Discuss the difference between Herzberg Two-Factor Motivation-Hygiene Theory and Goal setting theory. (10)

Q.7. What is the principle of Pharmaceutical ethics. Discuss ethics of sales and promotion of drugs in the pharmaceutical market. (20)

UNIVERSITY OF THE PUNJAB

Doctor of Pharmacy (Pharm.D.) Final Prof: Annual–2021

Roll No. in Fig. .....

Roll No. in Words. .....

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Signature of Supdt.:

Subject: Pharmacy Practice-VIII (Pharmaceutical Management & Marketing)

Paper: 5 Part – I (Compulsory) (New Course) Time: 30 Min. Marks: 20

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct option. (20x1=20)

1. **Which of the following is NOT an element of the marketing mix?**
   a) Distribution
   b) Product
   c) Target market
   d) Pricing
2. **The term marketing refers to:**
   a) New product concepts and improvements
   b) Advertising and promotion activities
   c) A philosophy that stresses customer value and satisfaction
   d) Planning sales campaigns
3. **The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:**
   a) Decline stage.
   b) Introduction stage.
   c) Growth stage.
   d) Maturity stage.
4. **Marketing channel that involves no intermediaries to made their products available to final buyers is classified as**
   a) Direct channel
   b) Indirect channel
   c) Static channel
   d) Flexible channel
5. **The Economic Order Quantity (EOQ) represents the order quantity for which:**
   a) Inventory carrying cost per unit is lowest
   b) Order processing cost per unit is lowest
   c) Total inventory and order cost per unit is lowest
   d) None of these
6. **The _____ function of marketing makes the products available in different geographic regions.**
   a) Production.
   b) Selling.
   c) Distribution.
   d) Promotion.
7. **_____ price refers to the high initial price charged when a new product is introduced in the market.**
   a) Premium.
   b) Penetration.
   c) Skimming.
   d) None of these
8. **_____ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales.**
   a) Advertising.
   b) Branding.
   c) Personal selling.
   d) None of these.
9. **The emotional attachment of a customer towards a brand is known as _____.**
   a) Brand loyalty.
   b) Brand awareness.
   c) Brand equity.
   d) Brand association.
10. **Maslow's need hierarchy theory deals with _____ levels.**
    a) Two levels.
    b) Three levels.
    c) five levels.
    d) four levels.

P.T.O.

11. When a firm practice _____ concept, all its activities are directed to satisfy the consumer.

a) Selling
b) Production.
c) Marketing.
d) Societal.

12. _____ is the most common method used for pricing.

a) cost plus pricing.
b) Target pricing.
c) Break- even- pricing.
d) Marginal cost.

13. Which one of the following is not a sales promotion tool:

a) Advertisement.
b) Discount.
c) Dealer contest.
d) Consumer contest.

14. When backed by buying power, wants become _____.

a) Social needs.
b) Exchanges.
c) Demands.
d) Physical needs.

15. Modern marketing begins and ends with the _____.

a) Sales.
b) Products.
c) Customers.
d) Price.

16. Which of the following is not an element of promotion mix?

a) Branding.
b) Advertisement.
c) Sales promotion.
d) Personal selling.

17. _____ is a paid form of communication by an identified sponsor.

a) Product.
b) Service.
c) Advertisement.
d) None of these.

18. Pricing of Pharmaceuticals is regulated by

e) Ministry of Finance
f) Ministry of Regulatory affairs
g) Ministry of health
h) FDA

19. _____ is the important interpersonal role of manager.

a) Leader role
b) Liaison role
c) Figurehead role
d) All of the above

20. _____ is about deciding in advance what should be done.

a) Organising
b) Directing
c) Planning
d) Controlling

UNIVERSITY OF THE PUNJAB

Roll No. .....

Doctor of Pharmacy (Pharm.D.) Final Prof: Annual–2021

Subject: Pharmacy Practice-VIII (Pharmaceutical Management & Marketing)
Paper: 5 (New Course) Part – II

Time: 2 Hrs. 30 Min. Marks: 80

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Note: Attempt any *FOUR* questions. Each question carries equal marks.

Q-2 Discuss Structuring of an organization and its relationship with other organizational functions in detail supported by flow diagrams. (20)

Q-3 Discuss in detail, the various elements involved in the process of Human Resource Management. (20)

Q-4 Write a detailed note on difference between Pharmaceutical and Consumer Marketing. (20)

Q-5 Define Production management and Discuss Material Management in detail. (20)

Q-6
a) What are the major external stake holders of a pharmaceutical organization? (10)
b) Briefly describe, how the internet affected the pharmaceutical business? (10)

Q-7 Write a note on the followings. (10)
a) Selection of Marketing Channels (10)
b) Types of Advertisements