

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**M. Pharm – SEMESTER – II • EXAMINATION SUMMER 2017**

**Subject code: 1921602****Date: 31/05/2017****Subject Name: Pharm. Management -II****Time: 10:30 AM to 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.

<b>Q.1</b>	(a)	Discuss importance of production planning & quality control in product lifecycle.	<b>06</b>
	(b)	Discuss R & D significance in development of quality products.	<b>05</b>
	(c)	Describe in brief production line & job balancing.	<b>05</b>
<b>Q.2</b>	(a)	Discuss the role of store keeping & inventory management.	<b>08</b>
	(b)	Describe economic policy, production capacities, & manufacturing economics role in production management.	<b>08</b>
<b>Q.3</b>	(a)	Describe various motives for sales promotion for maintaining product market demand.	<b>06</b>
	(b)	Write applications of PERT & CPM chart.	<b>05</b>
	(c)	Discuss factors influencing in selection of plant location.	<b>05</b>
<b>Q.4</b>	(a)	Discuss recent advances in packaging for improvement product market demand & stability.	<b>06</b>
	(b)	Describe good warehousing practices & its advantages	<b>05</b>
	(c)	Describe various advance concepts in marketing.	<b>05</b>
<b>Q.5</b>	(a)	Discuss product management through corporate management strategy in concern to pharmaceutical industries.	<b>08</b>
	(b)	Describe various tools & techniques for productivity management.	<b>08</b>
<b>Q.6</b>	(a)	Write a detail note on market demand & sales forecasting.	<b>10</b>
	(b)	Discuss in brief: product differentiation & addition of product line.	<b>06</b>
<b>Q.7</b>	(a)	Write a note on marketing research techniques.	<b>06</b>
	(b)	Describe non- sterile product layout & functional layout with respect to tablets production unit.	<b>05</b>
	(c)	Write importance of SWOT analysis.	<b>05</b>

\*\*\*\*\*