

Total No. of Questions : 6]

SEAT No. :

P559

[Total No. of Pages : 3

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Third Year B.Pharmacy (Theory)

**3.7 : PHARMACEUTICAL BUSSINESS MANAGEMENT
(2008 Pattern)**

Time : 3 Hours]

[Maximum Marks : 80

Instructions to the candidates:

- 1) *Solve Section I and Section II separately.*
- 2) *Figures to the right indicate full marks.*

SECTION - I

- Q1) a)** YESDEEWI Pharmaceuticals produced Febuxostat capsules Fixed cost Rs. 500, Variable cost per unit Rs. 10; Selling price Rs.25 per unit Actual units produced and sold 3000 units. Calculate **[6]**
- i) P/V ratio
 - ii) BES
 - iii) BES if existing sales price increased by 23%
 - iv) Profit at sales Rs 50000 after taxation of 35%
 - v) MOS
- b) Explain the Network techniques. **[4]**

OR

From the following particulars, prepare Balance sheet of AgastiPharma Ltd.as at 31.12.2013. **[10]**

Plant and machinery	50,00,000	Closing stock	5,50,000
Cash in hand	10,00,000	Sundry Creditors	10,00,000
Bills receivables	12,50,000	Bank overdraft	20,00,000
Debtors	25,00,000	Capital	81,00,000
Investments	7,00,000	Drawings	1,00,000

P.T.O.

Q2) Solve the following (any five): **[15]**

- a) Drug discovery process
- b) Steps involved in planning.
- c) Henry Fayol's fourteen principals.
- d) Inventory control.
- e) Job satisfaction.
- f) Strikes and lock outs
- g) Functions of Manager.

Q3) Write short note on (any three) **[15]**

- a) Analysis and methods of forecasting
- b) R and D in Pharmaceutical industry
- c) Material management
- d) Factories act 1947.

SECTION - II

Q4) Read the case carefully and answer the following **[10]**

Bhaskar is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. Bhaskar is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Bhaskar in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely. One day Bhaskar comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several

trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Bhaskar is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. Bhaskar has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

- a) Identify the problem.
- b) What are the possible choices?
- c) Gather that would be helpful to know before act to Mr.Bhaskar?
- d) Consider the outcome, what would be the results of the case?
- e) Evaluate your management function she should employ. Why do you think this is the best as possible? Give its theoretical background.

OR

Why it is important to carry out performance appraisal? Focus in detail about recruitment and training.

Q5) Solve the following. **[15]**

- a) Explain various factors affecting price.
- b) Upward and downward communication.
- c) Vroom's theory
- d) Retailer as a channel of distribution.
- e) Factors affecting the price.
- f) Equity theory.
- g) Trait theory of leadership.

Q6) Write short notes on (any three) **[15]**

- a) GDPI.
- b) Performance appraisal.
- c) Concept and definitions and importance of motivation.
- d) Medical Representative.
- e) Scheme or offer price.

