

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem. – III - Examination –June- 2011

Subject code: 839902

Subject Name: Pharmaceutical Management

Date:16/06/2011

Time: 02.30 pm – 05.30 pm

Total Marks: 70

## Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Write about the Pharmaceutical industry structure. 07  
(b) Write about the roles of Strategic alliances in the Pharmaceutical Industry. 07

Q.2 (a) How is Inventory Management, done in Pharmaceutical companies? 07  
(b) What is the difference between Quality Assurance & Quality Control? 07

OR

(b) How is Materials Management done in the Pharmaceutical companies 07

Q.3 (a) Explain how is the Product/Brand management, done in Pharmaceutical companies? 07  
(b) Write a note on Pharmaceutical Selling 07

OR

Q.3 (a) What is the role of DPCO 07  
(b) Pharmaceutical Marketing is an Art or Science. Justify your answer with examples 07

Q.4 (a) Explain The Drugs and Cosmetics Act,1940 07  
(b) Explain The Pharmacy Act, 1948 07

OR

Q.4 (a) What is the main objective of The Drugs and Magic Remedies Act, 1954. 07  
(b) Why was the The Opium Act made? 07

Q.5 (a) What is cell? Explain the Cell Structure, 07  
(b) What are the organs of The Digestive System 07

OR

Q.5 (a) Explain the Composition of Blood 07  
(b) Explain Endocrine Glands 07

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