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**B. Pharmacy (Semester – VIII) (CGPA) Examination, 2018  
PHARMACEUTICAL BUSINESS MANAGEMENT**

Day and Date : Tuesday, 11-12-2018

Total Marks : 70

Time : 2.30 p.m. to 5.30 p.m.

I. Multiple choice questions/Objective type questions : (15×1=15)

- 1) The oldest form of business organization is
  - a) Partnership
  - b) Hindu joint family
  - c) Sole proprietorship
  - d) All the above
- 2) In which of the following forms of business organizations, registration is compulsory ?
  - a) Partnership firm
  - b) Sole proprietorship
  - c) Joint stock company
  - d) All the above
- 3) The maximum number of persons required to form a private company is
  - a) Ten
  - b) Seven
  - c) Two
  - d) Fifty
- 4) Second step in marketing research process is
  - a) Define research objectives
  - b) Developed research plan
  - c) Implement research plan
  - d) None of above
- 5) \_\_\_\_\_ is the term derived from the latin word MERCATUS.
  - a) Market
  - b) Management
  - c) Both a) and b)
  - d) None of these
- 6) Brand is a \_\_\_\_\_ that identifies the market as seller of a product or seller.
  - a) Name
  - b) Sign
  - c) Symbol
  - d) All of these
- 7) \_\_\_\_\_ come to direct contact with the consumers.
  - a) Retailers
  - b) Wholesaler
  - c) Superstockist
  - d) All of these

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- 8) \_\_\_\_\_ is the obligations to do something.
- a) Responsibility
  - b) Delegation
  - c) Both a) and b)
  - d) None of these
- 9) The liability of the \_\_\_\_\_ is unlimited.
- a) Sole proprietor
  - b) Partnership
  - c) Both a) and b)
  - d) None of these
- 10) \_\_\_\_\_ partner does not take any active part in the management of the business.
- a) Active
  - b) Partners in profit
  - c) Sleeping
  - d) None of these
- 11) \_\_\_\_\_ is the first stage of product life cycle.
- a) Growth
  - b) Maturity
  - c) Decline
  - d) None of these
- 12) Business is concerned with
- a) Economic activity
  - b) Non economic activity
  - c) Both a) and b)
  - d) None of these
- 13) A cooperative society is required to be registered under the Cooperative Societies Act.
- a) 1947
  - b) 1912
  - c) 1967
  - d) None of these
- 14) A business organization run as a partnership is called a
- a) Firm
  - b) Company
  - c) Co-operative society
  - d) None of these
- 15) Heavy pharmaceutical machinery is sold to the consumer
- a) Direct selling
  - b) Indirect selling
  - c) Both a) and b)
  - d) None of these



II. Answer **any five** :

(5×5=25)

- 1) Give an account of pharmaceutical distribution channels.
- 2) Write about the sole proprietorship form of business organization.
- 3) Define leadership and write various qualities of good leader.
- 4) Differentiate between generic product and branded product.
- 5) Discuss planning as a function of management.
- 6) What are the qualities and duties of professional sales representatives ?

III. Answer **any three** :

(3×10=30)

- 1) Explain the various phase's of product life cycle with suitable examples.
  - 2) Define and explain in a brief about market research and market segmentations.
  - 3) Write the process of selection and training of professional sales representatives.
  - 4) Describe the different methods of sale promotions technique with suitable examples.
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