

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – WINTER 2014

Subject Code: 839902

Date: 03-06-2015

Subject Name: Pharmaceutical Management

Time: 14:30 pm – 17:30 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) What do you mean by Patents? Explain implication of patents on the Indian Pharmaceutical Industry. **07**
(b) “Research and Development is backbone of Pharmaceutical Industry” Evaluate this sentence. **07**
- Q.2** (a) Explain Strategic role of Operation Management in Pharmaceutical Industry. **07**
(b) Define Quality Control (QC) and Quality Assurance (QA). Write brief note on tools and techniques used in QC and QA. **07**
- OR**
- (b) Explain need of Current Good Manufacturing Practices (cGMP) in context of Pharmaceutical Industry. **07**
- Q.3** (a) If you are appointed as Product Manager in PMT (Product Management Team) of Pharmaceutical company, How will you help company to increase marketing and operation efficiency? **07**
(b) Write short note on Analysis of Market Opportunity with respect to therapeutic segmentation of Pharmaceutical Industry. **07**
- OR**
- Q.3** (a) Explain: How sales promotion of Pharmaceutical Industry differs from other industry? **07**
(b) What do you mean by Market Research? Explain how market research helps in marketing and manufacturing decision of pharmaceutical product. **07**
- Q.4** (a) Write a short note on Drug and Magic Remedies Act, 1954 **07**
(b) Explain the role and application of Major Laws and Act governing the Pharmaceutical Industry. **07**
- OR**
- Q.4** (a) Write a short note on The Trade and Merchandise Marks Act, 1958 **07**
(b) Write a short note on The Pharmacy Act, 1948 **07**
- Q.5** (a) Explain Cardiovascular System of human body and concern disorders in detail **07**
(b) Write a detailed note on Elementary Tissues of the human body. **07**
- OR**
- Q.5** (a) Write a short note on Physiology of Respiratory System of human body. **07**
(b) How Digestive System of human body works? Write about enzymes facilitate digestive system. **07**
