

[KD 711]

Sub. Code : 4186

SECOND B.Pharmacy DEGREE EXAMINATION.

(Revised Regulations)

Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer Sections A and B in the same Answer Book.

SECTION A — (6 × 5 = 30 marks)

Answer any SIX questions.

1. Explain the various functions of Management.
2. Discuss the procedure for exporting and importing of goods.
3. What are the factors governing sale and sale agencies and their control?
4. Explain the different methods of scientific advertising and their influence.
5. Explain the factors influencing the location of a Pharmaceutical Industry.

6. What is the purpose of preparation of trial balance and manufacturing account?

7. Discuss the significance of a whole saler in the modern marketing organisation.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

8. Define Organisation and discuss the principles of organisation.
9. Explain production planning and the objectives of production planning.
10. Discuss the different methods of cost accounting along with their features and limitations.
11. Explain the different methods of pricing.
12. Write Notes on :
 - (a) Bills of Exchange
 - (b) Patent Act
 - (c) Departmental Stores.

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SECTION B — (3 × 15 = 45 marks)

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Time : Three hours

Maximum : 75 marks

Answer Sections A and B in same Answer book.

SECTION A — (6 × 5 = 30 marks)

Answer any SIX questions.

1. What are different types of fire policies?
2. Explain the laws of supply.
3. How does inland trade differ from foreign trade?
4. Explain the benefits of filing system.
5. Explain the importance of scientific advertising.
6. What are the principles of accounting?
7. What are the characteristics of an organisation?

Answer any THREE questions.

8. Discuss the general conditions affecting demand for and supply of labour.
9. What are the factors governing sales department? How do you exercise control over sales agencies?
10. Discuss the problems of pharmaceutical wholesalers and retail pharmacists.
11. Examine the provisions of factory and shops Establishments Act.
12. Write short notes on :
 - (a) Three columnar cash book
 - (b) Theory of comparative cost
 - (c) Demand curves.

[KG 711]

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Time : Three hours

Maximum : 75 marks

Answer Sections A and B in same answer books.

SECTION A — (6 × 5 = 30 marks)

Answer any SIX questions.

1. Explain various channels of distribution for sale promotion.
2. Discuss various accounting concepts that are followed in the financial accounting?
3. What are the objectives of final accounts prepared by an organisation?
4. Write the main features of Market Research?
5. Discuss the different problems of wholesalers and retail stores.
6. What is the purpose of preparing profit and loss account and balance sheet?
7. What are the functions of production control department?

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

8. Explain the various important features of scientific advertising.
9. Discuss four important functions of management.
10. Explain the laws of contracts, factory and shops establishment act.
11. Discuss the purchasing and inventory control procedures.
12. Write notes on :
 - (a) Multiple shops
 - (b) Cash book
 - (c) Cooperative sales.

SEPTEMBER - 2002

[KH 711]

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Time : Three hours

Maximum : 75 marks

Answer Section A and B in the **SAME** Answer Book.

SECTION A — (6 × 5 = 30 marks)

Answer any SIX questions.

1. Explain the theory of demand with three exceptions to the law of demand.
2. State the conditions effecting the demand for labour.
3. Explain foreign exchange and the factors influencing exchange rate determination.
4. What is scientific advertising and how is it useful to the organisation.

5. Distinguish between departmental stores and multiple stores.

6. Explain the difference between revenue expenditure and capital expenditure.

7. What is an assessment year? Explain with examples.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

8. Explain the production planning and the objectives of production planning.

9. Elaborate the theory of comparative cost in the context of foreign trade.

10. Briefly explain various legislations protecting the interest of industrial labour.

11. Explain the functions of wholesaler and retailer in the distribution channel.

12. Write short notes on :

- (a) Commercial correspondence
- (b) Fire insurance
- (c) Demand schedule.

[KH 711]

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SECOND B.Pharm. DEGREE EXAMINATION.

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Paper VI — PHARMACY ADMINISTRATION AND
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Time : Three hours

Maximum : 75 marks

Answer Sections A and B in the **SAME** Answer Book.

SECTION A — (6 × 5 = 30 marks)

Answer any SIX questions.

1. State the laws of demand and supply.
2. State the objectives of Trade Unions.
3. Briefly state the difference between domestic trade and international trade.
4. State the principles behind General Insurance.
5. State the functions of consumer co-operative stores.

6. What for, does the public distribution stand?

7. What is columnar cash book?

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

8. Explain the important features of Departmental stores.
 9. Explain the importance of market research relating to pharmaceutical products marketed.
 10. State the characteristics of law of contract.
 11. Give the contents of profit and loss account.
 12. Explain the role of retail pharmacists.
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SECTION B — (6 × 5 = 30 marks)

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Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT

Time : Three hours

Maximum : 75 marks

Two hours and

Sec. A & Sec. B : 60 marks

Forty five minutes for

Section C : 15 marks

Sec. A & Sec. B

Fifteen minutes for Section C

Answer Sections A and B in the **SAME** Answer Book.

Answer Section C in the Answer Sheet provided.

SECTION A — (2 × 15 = 30 marks)

Answer any TWO questions.

1. Is middlemen necessary for marketing of pharmaceutical products. Explain briefly the common channels of distribution for the pharmaceutical goods.
2. How does book keeping differ from accounting?
3. What do you mean by insurance? Explain the different types of insurance.

Answer any SIX questions.

4. State the fundamental principles of economics.
5. Explain the statutory labour welfare measures adopted by Pharmaceutical manufacturing units.
6. State the important documents used in Export trade.
7. Explain the principles of general insurance.
8. What are the sales control aids?
9. Bring out the importance of commercial correspondence.
10. State the features of departmental stores.
11. What do you mean by capital expenditure and revenue expenditure?

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Time : Three hours

Maximum : 75 marks

Sec. A & B Two hours and
forty five minutes

Sec. A & B : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

Answer Sections A and B in the **SAME** Answer Book.

SECTION A — (2 × 15 = 30 marks)

Answer any TWO questions.

1. What is insurance? Explain different kinds of insurance.
2. Explain the problems of pharmaceutical manufacture, wholesalers and retail pharmacists.
3. Explain the law of demand. Explain with examples.

SECTION B — (6 × 5 = 30 marks)

Answer any SIX questions.

4. What is meant by Marginal utility?
5. What is Labour Legislations?
6. Explain the principles governing international trade.
7. Write short notes on :
(a) Contra entries
(b) Imprest system
8. What are "Patent" and "Trade mark"?
9. Differentiate between foreign trade and inland trade.
10. What is scientific advertising?
11. Explain the procedure adopted for export of pharmaceutical products.

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Time : Three hours

Maximum : 75 marks

Sec. A & B : Two hours and
forty five minutes

Sec. A & B : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

Answer Sections A and B in the **SAME** Answer Book.

SECTION A — ($2 \times 15 = 30$ marks)

Answer any TWO questions.

1. What are the problems of Trade Unions in India? Offer suggestions to overcome them.
2. What are the principles governing International Trade? Describe the important documents arising in international trade.
3. Distinguish between marketing and merchandising. Discuss the marketing problems of pharmaceutical manufacturers.

SECTION B — ($6 \times 5 = 30$ marks)

Answer any SIX questions.

Write short notes on :

4. What are the types and contents of a marine policy?
5. Explain the laws of demand.
6. What do you understand by Bill of Lading?
7. What is meant by indexing system? What are its uses?
8. Explain the importance of cooperative sales.
9. What is Trial Balance? Explain the purpose of preparing trial balance.
10. Explain the importance of market research.
11. Cash book.

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Time : Three hours

Maximum : 75 marks

Sec. A & B : Two hours and
forty five minutes

Sec. A & B : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

SECTION A — (2 × 15 = 30 marks)

Answer any TWO questions.

1. Explain the procedure for exporting and importing of drugs.
2. Discuss the marketing methods usually followed for drugs. How does it differ from marketing other consumer goods?
3. What is a patent? Give procedure for obtaining patent. How does the new patent provision affect pharmaceutical situation after 2005?

SECTION B — (6 × 5 = 30 marks)

Answer any SIX questions.

4. Write a note on laws of demand and supply.
5. Explain the role of Trade Unions in post GATT privatization era.
6. Explain the importance of insurance to a business establishment.
7. What are the factors that influence sale in a business organization?
8. Explain the management structure of a medium sized Pvt. Ltd. pharmaceutical company.
9. How is retail drug business is governed under Tamil Nadu Shops and Establishment Act?
10. How is double entry book keeping useful?
11. Write on the importance of balance sheet of any business establishment.

AUGUST - 2005

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SECOND B.Pharm. DEGREE EXAMINATION.

(Revised Regulations)

**Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT**

Time : Three hours

Maximum : 75 marks

**Theory : Two hours and
forty five minutes**

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Long Essay : (2 × 15 = 30)

Answer any TWO questions.

- 1. Explain different methods of demand and sales forecasting.**
- 2. Discuss the fundamental principles of insurance.**
- 3. Discuss the theory of comparative cost.**
- 4. What is production planning and explain the objectives of production planning?**

II. Short notes : (6 × 5 = 30)

Answer any SIX questions.

- 1. Explain the role of trade unions in India.**
- 2. What is the significance of a whole saler in the modern marketing organisation?**
- 3. Explain the aids of statistics, graphs and charts to sales control.**
- 4. Define accountancy. What are the rules governing personal, real and nominal accounts?**
- 5. Explain the factors influencing the location of a pharmaceutical industry.**
- 6. Explain the advantages of market research.**
- 7. Write a note on :
(a) Scientific advertising
(b) International trade.**
- 8. Labour legislation.**

FEBRUARY - 2006

[KO 711]

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**Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT**

Time : Three hours

Maximum : 75 marks

**Theory : Two hours and
forty five minutes**

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Long Essay :

(2 × 15 = 30)

Answer any TWO questions.

1. Discuss the important labour welfare legislations in India.
2. What is meant by fire insurance? Explain the different types of fire policies.
3. Explain the various sales promotion methods undertaken at dealer's level as well as consumer's level in pharmaceutical industry.

II. Short notes :

(6 × 5 = 30)

Answer any SIX questions.

1. State the fundamental principles of Economics.
2. What is meant by Trade Union? List out the functions of a Trade Union.
3. What are the various social problems involved in International Marketing?
4. Do you think that advertising is an investment? How?
5. State the different methods of controlling sales force performance in pharmacy industry?
6. "Insurance is a risk bearing activity". Do you agree? How?
7. State the significance of communication.
8. Explain in brief the general nature of marketing research procedures.

AUGUST - 2006

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**Paper VI — PHARMACY ADMINISTRATION AND
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Time : Three hours

Maximum : 75 marks

**Theory : Two hours and
forty five minutes**

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Essay on any TWO : (2 × 20 = 40)

1. What do you understand by 'Elasticity of Demand'. List and explain the important factors which determine and affect elasticity of demand for a given product. (20)

2. What is Insurance? Describe its principles. (20)

3. Explain the terms 'Market Research'. What are the various methods of conducting market research. (20)

II. Answer any FOUR : (4 × 5 = 20)

1. What are the various channels of distribution in pharmaceutical industry?

2. Explain foreign exchange and the factors influencing exchange rate determinations.

3. What is scientific advertising and how is it useful to the organisation.

4. Distinguish between departmental stores and multiple stores.

5. Explain the functions of wholesaler and retailers in the distribution channel.

6. State the principles behind general insurance.

FEBRUARY - 2007

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**Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT**

Time : Three hours

Maximum : 75 marks

**Theory : Two hours and
forty five minutes**

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Essay write any TWO question : (2 × 20 = 40)

- 1. Explain the law of demand and state the reasons for the downward sloping demand curve.**
- 2. State the advantages and disadvantages of central filing system.**
- 3. Explain the principles of labour welfare programme.**
- 4. State the problems of pharmaceutical manufactures.**

II. Short notes :

(4 × 5 = 20)

Write any FOUR :

- 1. What is production function?**
- 2. Explain the procedure of exporting of goods.**
- 3. What are the various kinds of marine insurance policies?**
- 4. Explain the methods of marketing.**
- 5. What are the factors involved in scientific advertising?**
- 6. What are accounting principles? Explain its necessity.**

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Time : Three hours

Maximum : 75 marks

Theory : Two hours and
forty five minutes

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Long Essay : (2 × 15 = 30)

Answer any TWO questions.

1. What is Trial Balance? Explain different methods of preparing Trial Balance. What are the objectives of preparing Trial Balance? What are the advantages and limitations of trial balance?
2. What are Intellectual Property Rights? What is the procedure for obtaining a Patent? What are the rights of Patent holder?
3. Explain in detail the features of Shops and Establishment Act.

II. Write short notes on : (6 × 5 = 30)

Answer any SIX questions.

1. What are the types and contents of a marine policy?
2. Every contract is an agreement but every agreement is not a contract. Explain.
3. What is the need of International Trade? What are the merits and demerits of international trade?
4. Explain the old and modern methods of filing records in an office.
5. Describe the different methods of promoting pharmaceutical products.
6. Explain Law of Demand and Law of Supply in detail. Add a note on demand curve and demand schedule.
7. What is a trade union? What are the advantages of registration of a trade union?
8. Explain in brief objectives of Factories Act with reference of Health, Safety and Welfare of employees.

February-2008

[KS 711]

Sub. Code : 4186

SECOND B.Pharm. DEGREE EXAMINATION.

(Revised Regulations)

**Paper VI — PHARMACY ADMINISTRATION AND
INDUSTRIAL BUSINESS MANAGEMENT**

Q.P. Code : 564186

Time : Three hours

Maximum : 75 marks

**Theory : Two hours and
forty five minutes**

Theory : 60 marks

M.C.Q. : Fifteen minutes

M.C.Q. : 15 marks

I. Long Essay :

(2 × 15 = 30)

Answer any TWO questions.

1. Describe the procedure for exporting a pharmaceutical product from one country to another country.
2. What is Insurance? Explain different kinds of insurances you have studied.
3. Briefly explain the salient features of shop and establishment's Act.

II. Answer any SIX questions : (6 × 5 = 30)

1. Explain briefly the principles of general insurance.
2. Give an account of Market Research.
3. Give the various aspects of Factory Act 1948.
4. What are the differences between Trial Balance and Balance sheet?
5. Write a short account of different types of filing system.
6. Explain the salient features of a co-operative sales society.
7. What is meant by demand function, demand schedule, demand curve.
8. Briefly discuss the Trade Mark Act.

August 2008

[KT 711]

Sub. Code : 4186

SECOND B.Pharm. DEGREE EXAMINATION.

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Paper VI — PHARMACY ADMINISTRATION AND
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Q. P. Code : 564186

Time : Three hours

Maximum : 75 marks

I. Long essays :

(2 × 20 = 40)

Answer any TWO questions.

(1) Explain law of supply with illustration. What are the factors determining the supply of a product?

(2) What are the fundamental principles of insurance and give a brief account on types of insurances?

(3) Discuss the nature and importance of management in modern business organisation.

II. Answer any FIVE questions : (5 × 5 = 25)

(1) Explain scientific management.

(2) Merits of departmental filing

(3) Give an account of sales for casting.

(4) Write a short notes on types of advertisement copy.

(5) Give the various functions of sales organisation and sales manager.

(6) Explain the procedure of preparation of balance sheet.

(7) Distinguish simple cash book and columnar cash book.

III. Short answers :

(5 × 2 = 10)

Answer any FIVE questions

(1) What do you mean by ledger posting?

(2) What is the significance of suspense account?

(3) What is strip index?

(4) Write short notes on fixed shop retailer.

(5) Write the importance of elements of marketing research.

(6) What is utility?

(7) Define the term consumer surplus.