

P.T.O

- xi) In which year National Pharmaceutical Pricing Authority is Formed?
  - a) 1997
  - b) 1998
  - c) 1995
  - d) 2013
- xii) What are the objective of Organization?
  - a) Profitability
  - b) Growth
  - c) Diversification
  - d) All of the above
- xiii) In which year Opium act passed?
  - a) 1878
  - b) 1880
  - c) 1930
  - d) 1857
- xiv) Controlling is which type of functions of management.
  - a) Secondary Function
  - b) Primary Function
  - c) Tertiary Function
  - d) None
- xv) Which type of leader dictate works to subordinate?
  - a) Democratic leader
  - b) Laissez Fair Leader
  - c) Autocratic Leader
  - d) None
- xvi) What is general area required for Basic Installation for Capsules?
  - a) 30 Square Meter
  - b) 10 Square Meter
  - c) 40 Square Meter
  - d) 20 Square Meter
- xvii) When did ICH first issued Stability Guidelines?
  - a) 1987
  - b) 1981
  - c) 1993
  - d) 1984
- xviii) Conflicts between different level of the same channel of distribution are referred to as:
  - a) Parallel conflicts
  - b) Horizontal conflicts
  - c) Vertical conflicts
  - d) System conflicts
- xix) What is Full form of FPP?
  - a) Full Product Packaged
  - b) Full Packaged Product
  - c) Full Product Packing
  - d) None
- xx) ----- has the advantages of being high in selectivity, low cost, immediacy and interactive capabilities.
  - a) Direct mail
  - b) Outdoor
  - c) Online
  - d) Radio

**2.** Long answer questions (Solve **any two**)

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- i) Explain Functions of Management.
- ii) Explain Drug Price Control Order.
- iii) Explain Different channel design process.

**3.** Short answer questions (Solve **any seven**).

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- i) Write a steps of Effective Detailing.
- ii) Write about Marketing Environment.
- iii) Differentiate between Wholesaler and Retailer.
- iv) Give a short note on Direct Mail.
- v) Write a detail about Product Branding.
- vi) Explain the Pricing Strategies.
- vii) Explain Functions of Wholesaler.
- viii) Explain different methods of Pricing.
- ix) Write in short about Personal Selling.

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