

**Q.P. Code :01273**

**[Time: Three Hours]**

**[ Marks:70]**

Please check whether you have got the right question paper.

- N.B:
1. Question.No.1 is compulsory.
  2. Attempt any five questions from Q.2 to Q.7.
  3. Attempt in all six questions.

- Q.1) Answer the following:
- 1) Define Marketing 02
  - 2) Define Management 02
  - 3) Define Targeting 01
  - 4) Define Patents 01
  - 5) Define Time Management 02
  - 6) Define Stress Management 02
  - 7) Draw & Label the PLC 02
  - 8) Explain Marketing Mix 03
- Q.2) a) Explain DPCO its role 04  
b) Explain the components of profit & loss account 04  
c) Explain porter 5 force model 03
- Q.3) a) Explain Communication? Draw & explain the process of two way communication? 04  
b) Explain FDA regulations & its approvals 04  
c) Explain the importance of Multi-tasking? How does it help managers in today's competitive world? 03
- Q.4) a) Explain the types of segmentation 04  
b) Explain any 4 major pharma player in the pharma industry. 04  
c) Explain the importance of body language for an interview. 03
- Q.5) a) Explain Delegation? Explain when a leader should not delegate his work? 04  
b) Explain SWOT analysis 04  
c) Sketch an outline for a resume? What all components a resume should have? 03
- Q.6) a) Explain packaging? Different types of packaging 04  
b) Explain the components of Balance sheet 04  
c) Explain the BCG matrix with suitable examples. 03
- Q.7) a) Explain how motivation can help an organization achieve its long term goals 04  
b) Explain as a leader how would you resolve conflict in you organization. 04  
c) Explain the importance of pricing and distribution strategy in the pharma Industry. 03