

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI
FIRST SEMESTER 2023-2024

PHA G616: Pharmaceutical Administration & Management
COMPREHENSIVE EXAMINATION

Date: 06/12/2023

CLOSED BOOK

Maximum marks: 18 M

Duration: 80 min

- Attempt all questions in the sequence as given in the question paper.
- Attempt all parts of a question together.
- Do not select examples discussed in the class.

1) . Differentiate between: [6M]

- i. Direct and indirect marketing in pharmaceuticals
- ii. Trendline analysis and correlation analysis as techniques of forecasting
- iii. MRP and ERP
- iv. Universal product code and radio frequency identification tags

2) How is MRP calculated for a scheduled drug formulation? Explain the steps involved assuming any values of your choice. [3 M]

3) The following information relates to the activities of a production department of manufacturing plant for a certain period. [4M]

COST	AMOUNT (Rs.)
Materials used	56000
Direct wages	40000
Labour hours	12000
Hours of machinery operation	20000
Overhead chargeable to the department	25000

Calculate the overheads chargeable to the following job based on direct material, direct wages, labour hours and machine hour rate individually.

Material used	Rs. 6000
Direct wages	Rs. 4950
Labour hours worked	1650 hours
Machine hours	1200 hours

4) The manager of a company wants to apply crashing for the following project to the maximum level possible. Offer your suggestion to the manager and report the total time reduced and additional cost incurred. [5M]

Activity	Event	Nt (weeks)	Nc (Rs)	Ct (weeks)	Cc (Rs)
A	1-2	20	8,000	19	10,000
B	1-3	15	16,000	14	19,000
C	2-4	22	13,000	20	14,000
D	2-5	24	7,500	15	9,000
E	3-5	19	4,000	18	5,000
F	4-6	28	3,000	27	4,000
G	5-6	25	12,000	24	13,000

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COMPREHENSIVE EXAMINATION

Date: 06/12/2023
Maximum marks: 22M

OPEN BOOK
Duration: 100 min

- 1) ABs corporation is a well reputed firm engaged in manufacture of baby toys and clothes. It is currently planning to venture into a new product that is tear-free baby shampoos. As the production manager of the firm, what factors would you consider before undertaking this new product? [3M]
- 2) Prepare a Gantt load chart for the sections A, B, C, D for the following given orders- [2M]

Order no.	Section A	Section B	Section C	Section D
A121	13	17	10	6
A122	7	12	22	8
A123	4	11	5	9
A124	10	26	27	12
A125	7	19	13	8

Weekly capacity of each section: A (20 h); B (22 h); C (15 h); D (12 h)

- 3) Discuss the life cycle of any pharmaceutical product of your choice emphasizing on all the different aspects that change during different stages of the life cycle. Supplement your answer with graphs/charts wherever applicable.
You can make any assumptions you need to answer the question [6M]
- 4) Suggest 3 ways to promote pharmaceutical products. [3M]
- 5) A student of M.S. is assigned the project work on, "Reducing the cost of packaging of solid dosage forms." Enlist the objectives and sub-objectives for this work. [4 M]
- 6) Discuss the factors that should be considered while deciding the sampling technique and number of samples to be selected. [4M]

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