

AT-1439

**M.B.A. Semester—III Examination**  
**MATERIAL MANAGEMENT IN PHARMACEUTICAL INDUSTRY**  
**Paper—MBA/3504/PH**

Time : Three Hours]

[Maximum Marks : 70

**Note :—** (1) Attempt ALL questions.

(2) Figure on the right indicate full marks.

**SECTION—A**

1. (a) Discuss the essential principles of material management in pharmaceutical industry. Explain it with suitable examples. 14

**OR**

- (b) Throw light on computer application in pharmaceuticals. Explain its need, merits and demerits. 14

**SECTION—B**

2. (a) Explain various principles of effective purchasing to be adopted by pharma company. 7
- (b) "VSM Pharma" Ltd. wants to reduce the cost of its material. Give suitable suggestion to VSM Pharma on cost comprehensive approach. 7

**OR**

- (c) Give objectives of purchasing of pharmaceuticals company in detail. 7
- (d) As a senior manager, what strategy will you adopt to control material effectively ? Suggest these strategies to SL Pharmaceuticals company. 7
3. (a) What is VED analysis ? Explain how it is useful in pharmaceutical company. 7
- (b) As per the sudden changes in government norms, "AB Ltd." has to change packaging of all the products for new production immediately. You had been asked to suggest proper inventory control to the company. 7

**OR**

- (c) Discuss the methods of classification of material of pharma company. Explain. 7
- (d) "Anand Pharmaceuticals" wants to establish standard procedure to control the store effectively. Suggest proper guidelines to store control to company. 7

**SECTION—C**

- 4. (a) Elaborate the product standardisation in pharmaceutical company. 7
- (b) Discuss the Expendable items of pharmaceutical company. 7

**OR**

- (c) Explain the basics of client vendor contract in detail. 7
- (d) Show the procedure of vendor evaluation in pharma company. 7

**SECTION—D**

- 5. Ronie Pharmaceuticals company, a leading pharmaceuticals company of India. It is continuously facing the problem of centralized purchasing for the raw materials as it has offices in more than 50 countries and more than 3000 vendors throughout the globe and all of them are very confidential.

Now, Ronie Pharmaceuticals company has decided to purchase a specialized software for the centralized purchasing of raw material which works automatically without any monitoring but in a span of just three month after the start of this software got hacked and company faced the losses of Rs. 20 crore and Ronie Pharmaceuticals fired the supplier of this specialized software making company and filed the case against it for bearing all the losses.

**Questions :—**

- (a) Analyse the case. 7
- (b) Do you think that Ronie pharmaceuticals company has taken right decision to fire this specialized software ? 7