

PHARMACEUTICALS INDUSTRIAL MANAGEMENT



Brand: Mehta Solutions

Product Code: case1092

Weight: 0.00kg

Price: Rs500

Short Description

PHARMACEUTICALS INDUSTRIAL MANAGEMENT

case study

Description

Multiple Choices:

Q1. The Yellow color is related with personality links like

1. Caution, warmth
2. Power, informality
3. Passion, excitement
4. Purity, innocence

Q2. Consumers having high ethnocentric value in CETSCALE for foreign made products are likely to feel that

- 1. It is worthy to purchase the foreign products.**
- 2. It is wrong to purchase foreign made products.**
- 3. Only foreign made products should be purchased.**
- 4. They should remain neutral.**

Q3. If the OSL(optimum stimulation level) score of a person is greater than the lifestyle he/she is living then he/she likely to

- 1. Take rest**
- 2. Appear quite satisfied**

Multiple Choices:

Q1. Which of the following not the principle of co-ordination?

- 1. Principle of early beginning**
- 2. Principle of continuity**
- 3. Principle of time**
- 4. Principle of reciprocity**

Q2. Oral communication includes_____

Q3. Enthusiasm, co-operation, tact and skillful handling come under:

Q4. Which of the following is the demerit of formal communication?

Q5. Arrange the following into decision making process_____

- 1. Lecture**
- 2. Poster**
- 3. Union publication**
- 4. Complaint procedure**
- 5. Intellectual quality**
- 6. Character quality**
- 7. Psychological quality**
- 8. Physical quality**
- 9. a) Decay in accuracy**
- 10. b) Time consuming**
- 11. c) It is temporary**
- 12. d) Fairly unsuitable**

- 1. Conception**
- 2. Investigation**

iii. Perception

- 1. Selection**
- 2. a) iv,i,iii, ii**
- 3. b) ii,iv iii,i**
- 4. c) iv,i,iii,ii**
- 5. d) iii,i,ii, iv**

Q6. FIFO stands for _____.

Q7. Record of all item of material and good in the store is recorded in which document?

1. a) Store ledger
2. b) Bin card
3. c) Both a & b
4. d) None of these

Q8. VED stands for _____.

Q9. In the EOQ formula „C? is stand for-

1. a) Annual consumption
2. b) Cost of per unit of material
3. c) Cost per order
4. d) Storage

Q 10. WTO stands for _____.

1. Seem bored
2. Can not be predicted.

Q4. The psychologists who disagree with the Freud's theory of personality are usually referred as

1. **Non Freudians**
2. **Freudians**
3. **Neo Freudians**
4. **C-Freudians**

Q5. According to Sigmund Freud, the human personality consists of 3 interacting systems viz the id, the superego and the ego. What actually 'id' refers to

1. **Its role is to see the individual's needs in a socially acceptable fashion.**
2. **Its role is to drive impulses for the needs to be satisfied immediately.**
3. **Its function is to control and balance the impulsive demands.**
4. **None**

Part Two:

1. **What is a 'common man approach'?**
2. **Differentiate between 'Enculturation' and 'Acculturation'.**
3. **Write a short note on 'Rokeach Value Survey', a widely used value instrument, in consumer behavior studies.**
4. **Explain the 'Sociometric method' of measurement in 'Opinion Leadership'.**
5. **What do you understand by the term 'Viral marketing'?**

Case let 1

1. **Explain the "role and status" for Macnine shoes.**
2. **Suggest some ways of changing consumer perception of Macnine shoes.**

END OF SECTION B

- 1. A college student has just purchased a new personal computer. What factors might cause the**
- 2. An Advertising on a known deodorant shows a young beautiful girl is upset to meet her student to experience post purchase dissonance? How might the student try to overcome it?**
- 3. How can the retailer who sold the computer help reduce the student's dissonance? How can the computer's manufacturer help? boyfriend, as friends point out at her "Bad body odour". The advertisement is trying to arouse which motive in the consumer? Discuss by giving one similar examples?**

Details

- 1. Case study solved answers**
- 2. pdf/word**
- 3. Fully Solved with answers**