

Total No. of Questions : 5]

SEAT No. :

PF5754

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[6648]-736

S.Y. M.B.A.

**PHM 613 MJ : SUPPLY CHAIN MANAGEMENT IN
PHARMACEUTICAL SECTOR
(2024 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicat full marks.*

Q1) Answer the following questions in one or two sentence (Any 5) [10]

- a) What is pharmaceutical supply chain?
- b) State any two objectives of supply chain management.
- c) What is demand forecasting?
- d) What is safety stock?
- e) What is cold chain management.
- f) Define logistics.
- g) What is reverse logistics?
- h) What is a centralized distribution system?

Q2) Answer in brief (Any two) [10]

- a) Explain the key drives of supply chain performance.
- b) Describe the characteristics of good forecast.
- c) Explain ABC analysis is used in inventory management.

Q3) Attempt (Any one) [10]

- a) Explain the role inventory in pharmaceutical supply chain management.
- b) Describe the components & importance of cold chain management in pharma.

P.T.O.

Q4) Attempt (Any one)

[10]

- a) Analyse centralized is Decentralized distribution in the pharmaceutical supply chain.
- b) Explain the role of logistics service provides & outsourcing in pharma logistics.

Q5) Attempt (Any one)

[10]

- a) Discuss the importance of reverse logistics in the pharmaceutical industry with Examples of returns & Expired products.
- b) Describe the logistics requirements & challenges involved in clinical trial logistics.

