

Third Year B.Pharm Degree Supplementary Examinations July 2018

Pharmaceutical Management

(2010 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Discuss the accounting concepts in detail.
2. Describe the channels of distribution in detail.
3. Discuss Henry Fayol's principles of management.

Short notes

(14x5=70)

4. What are the advantages of journal.
5. Discuss in brief departmental stores.
6. Code of ethics of advertising.
7. Detailing.
8. What is merchandising.
9. Types of market research.
10. Forecasting market demand.
11. Enlist and discuss any one inventory control methods.
12. What is meant by quality audit and how it is done.
13. Process validation.
14. Stability protocol for tablets.
15. Mention about purchasing procedures.
16. Bioequivalence studies.
17. Enlist types of intellectual property rights and discuss any one in brief.
