

Third Year B.Pharm Degree Examinations July 2018

**Pharmaceutical Management
(2012 Scheme)**

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Explain the salesmanship and its significance in the pharmaceutical field.
2. Discuss the cGMP practice followed in the production of tablets.
3. Discuss the protocols followed for the bioavailability studies

Short notes

(14x5=70)

4. Concepts of accountancy
5. Mail order business
6. Principles of management
7. Process validation methods
8. Intellectual property rights
9. Quality audit
10. Advertising
11. Stability testing protocols for biological products
12. Inventory control
13. Market research
14. Ledgers
15. Channels of distribution
16. Export of drugs
17. Purchasing procedures
