

**Third Year B.Pharm Degree Supplementary Examinations
November 2018
Pharmaceutical Management
(2012 Scheme)**

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Discuss the different type of trades and mention the procedure followed for import and export of drugs.
2. Discuss the principles of sales promotion and explain the procedure followed for the recruitment, evaluation and compensation to the Pharmacist
3. Discuss the protocols followed for the bioavailability and bioequivalence studies

Short notes

(14x5=70)

4. Difference between journals and ledgers
5. Channels of distribution
6. Preparation of cash books
7. Financial management
8. New drug application
9. Planning as a function of management
10. Forecasting market demand
11. Significance of cGMP with respect to production of tablets
12. HR management
13. Advertising of pharmaceutical products
14. Stability testing protocols for solid dosage forms
15. Raw material stores.
16. Whole sale and retail stores.
17. Significance of material management in pharmaceutical industry
