

Third Year B.Pharm Degree Supplementary Examinations
June 2019
Pharmaceutical Management
(2010 Scheme)

Time: 3 Hours**Total Marks: 100**

- Answer all Questions.

Essay**(3x10=30)**

1. Discuss in detail accounting concepts
2. Explain in brief various channels of distribution
3. Discuss process validation methods for production of tablets

Short notes**(14x5=70)**

4. Petty cash
5. Four Ps of marketing
6. Motivation
7. Advertising ethics
8. Detailing
9. Evaluation of pharmacist
10. Administrative management
11. Financial management
12. Forecasting market demand
13. Inventory control
14. Purchase and its procedures
15. cGMP
16. Bioavailability protocols
17. Abbreviated new drug application
