

**Third Year B.Pharm Degree Examinations June 2019**

**Pharmaceutical Management**

**(2012 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Discuss the accounting concepts and conventions. Explain the preparation of journals and ledgers.
2. Give an account of various functions of pharmaceutical marketing.
3. Discuss the protocols followed for the stability testing of various pharmaceutical formulations

**Short notes**

**(14x5=70)**

4. Principles of sales promotion
5. Purchasing procedures of raw materials.
6. Administrative management
7. Difference between bioavailability and bio equivalence studies
8. Abbreviated new drug applications
9. Process validation in tablet production
10. Departmental stores
11. Significance of cGMP in pharma industry
12. ABC analysis
13. Wholesale trade
14. Levels of management
15. Recruitment and training procedures for salesmen.
16. Import of drugs
17. Ethics of advertising

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