

2012 Scheme

QP CODE: 317006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations

August 2021

Pharmaceutical Management

Time: 3 Hours

Total Marks: 100

- *Answer all questions to the point neatly and legibly* • *Do not leave any blank pages between answers* • *Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together* • *Leave sufficient space between answers*

Essay

(3x10=30)

1. Classify the source of recruitment. Discuss the selection procedure involved in recruitment process
2. Enlist the objective of preparing an account. What is meant by recording of debit and credit sides in any account
3. Explain the process validation methods for pharmaceutical operations

Short notes

(14x5=70)

4. Enlist the procedure for import of goods
5. Differentiate the functions of wholesaler and retailer
6. Planning as part of management
7. Discuss the levels of management
8. Journal with its components
9. Different types of advertising
10. Explain the qualities of successful salesman
11. Explain the factors affecting inventory control
12. Elaborate the methods of training process
13. Explain the ethics to be followed in sales advertising
14. Recall the methods of job evaluation
15. VED analysis of inventory control
16. Discuss Intellectual property rights and their importance
17. Explain the ICH guidelines for stability testing of pharmaceuticals
