

2010 Scheme

QP CODE: 307006

Reg. No:

**Third Year B.Pharm Degree Supplementary Examinations
January 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. Discuss stability testing for any one category of pharmaceutical products
2. Discuss new drug application process
3. Explain principles of management

Short notes

(14x5=70)

4. Difference between journal and a ledger
5. What is a cash book
6. Different types of trade
7. What is mail order business
8. Principles of sales promotion
9. Recruitment process
10. Market Research
11. Demand forecasting methods
12. Purchase of raw materials
13. Quality audit
14. Bioequivalence studies
15. Types of Intellectual Property Rights
16. Training
17. Wholesaler
