

2012 Scheme

QP CODE: 317006

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. Explain the principles of sales promotion and explain the advertising ethics of sales.
2. Explain the principles of management and write a note on financial management.
3. Explain the basic principles in industrial material management and write a note on the purchase of material in detail.

Short notes

(14x5=70)

4. What are intellectual property rights.
5. Stability testing protocols for tablets and capsules.
6. Explain the process validation for pharmaceutical tablet manufacturing.
State with example.
7. Quality audit.
8. Explain the market research with an example.
9. State the concepts of accounting.
10. Preparation of ledgers with example.
11. Steps involved in feedback information. explain with example.
12. Define a new drug application. Write the steps involved in applicant format.
13. Define the abbreviated new drug application. Write a short note on phase 4.
14. Explain the evaluation process in salesmanship
15. Measuring and forecasting market demand.
16. cGMP in manufacturing
17. Define trade. Explain different types of trades with examples.
