

2010 Scheme

QP CODE: 307006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations December 2022

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*
- *Draw table/diagrams/flow charts wherever necessary*

Essay

(3x10=30)

1. Write a detailed note on New Drug Application
2. Discuss the important goals of material management.
3. Explain the objectives of sales promotion. Write the various techniques of sales promotion.

Short Notes

(14x5=70)

4. Explain the salient features of staffing
5. Write short notes on stability testing protocol for any two pharmaceutical products
6. What do you mean by productivity. How it is measured.
7. Explain the various functions of inventory control
8. What are the various factors to be considered while purchasing the materials for pharmaceutical industries
9. Explain the various methods of performance evaluation of employees
10. Measuring and forecasting market demand in management
11. Differentiate between wholesalers and retailers
12. Mail-order business
13. Essential features of a good advertisement
14. Explain any two concepts of accounting
15. Process validation methods for pharmaceutical operations involved in production of tablets
16. Write a note on Bioequivalence study.

17. Explain on cGMP
