

2012 Scheme

QP CODE: 317006

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. Advertising ethics of sales and evaluation compensation to the pharmacist.
2. Explain the approval process for new drug application.
3. How is process validation performed in the tablet production.

Short notes

(14x5=70)

4. Write a note on detailing.
5. Explain a wholesale and briefly explain mail order business.
6. Explain the forecasting of market demands.
7. Differentiate between long term and accelerated stability studies.
8. Write a sample protocol for bioavailability studies.
9. Intellectual property right.
10. Describe purchase of raw material with an example.
11. Define and give importance of market research.
12. Define accountancy and give its concepts.
13. Convention and cashbook.
14. Training and recruitment procedures of salesman.
15. Briefly explain quality audit.
16. What are different certification required for approval of ANDA.
17. Pharmaceutical marketing.
