

# **2010 Scheme**

**QP CODE: 307006**

**Reg. No: .....**

## **Third Year B.Pharm Degree Supplementary Examinations January 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. Explain the process validation methods involved in production of tablets.
2. Discuss the procedure for import and export of goods in pharmaceutical marketing.
3. Write a note on HR and financial management.

### **Short notes**

**(14x5=70)**

4. Define accountancy, accounting concepts and their conventions.
5. Difference between whole sale, retail and departmental store.
6. What is meant by channels of distribution in trade marketing.
7. Ethics in advertising.
8. Training process in sales.
9. Measuring and forecasting market demand in management.
10. Explain industrial management and its classification.
11. Functions of cGMP in pharmaceutical industry.
12. Stability indicating quality parameter for tablets and emulsions.
13. Real time stability testing.
14. Trade mark in IPR.
15. New drug application.
16. Buying and Selling.
17. Mode of transportation in material management.

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