

# **2012 Scheme**

**QP CODE: 317006**

**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 in detail the marketing research procedure with suitable examples
2. Discuss the process of reordering level in inventory control
3. Explain the principles of Management as proposed by Fayol

### **Short notes**

**(14x5=70)**

4. Objectives of inventory control
5. Compare and contrast departmental stores and multiple shops.
6. Explain sales promotion. Mention its principles
7. Differentiate between Patents and Trademarks with suitable examples
8. Enlist the functions of accounting
9. Elaborate on current good manufacturing practices
10. Define cash book. Elaborate the types of cash book.
11. What are non-patentable inventions
12. Explain the various compensation methods to pharmacist
13. Enlist the process of new drug application
14. Write the objectives of financial management
15. Discuss the types of trade
16. Describe the importance of Pharmaceutical detailing
17. Explain the various zones of stability testing as per ICH guidelines

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