

# **2010 Scheme**

**QP CODE: 307006**

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

## **Third Year B.Pharm Degree Supplementary Examinations June 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. Define Stability protocol. Explain the methods and climatic zone of stability testing of pharmaceutical products.
2. Explain the copy rights and related rights in intellectual property rights.
3. Define management. Explain the principles and functions of management.

**Short Notes**

**(14x5=70)**

4. Define Journal and types of journal entry
5. Process of accountancy.
6. Buying and selling in pharmaceutical marketing.
7. Transport and storage of goods.
8. Literature survey and detailing of sales.
9. Role and types of salesmanship.
10. Difference between administration and management.
11. Always better control analysis (ABC).
12. Principle and concept of Inventory control.
13. Channels of Distribution.
14. Patents in Intellectual property rights (IPR).
15. General facilities of cGMP.
16. Process validation in production of tablets.
17. Comparison of retail and departmental stores.

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