

2010 Scheme

QP CODE: 307006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations August 2023

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 objectives and policies of cGMP in manufacturing
2. Discuss the stability testing protocols for various pharmaceutical products
3. Define the term management. Discuss the important functions of administrative and productive management

Short Notes

(14x5=70)

4. Explain the objectives of accounting
5. Write short notes on dual aspect concept and entity concept
6. Define the term training. What are the different types of training for improving the skills of the pharmacist
7. What are the advantages of foreign trade
8. Explain the procedure to be followed to import the goods
9. List the channels of distribution of goods from producers to customers
10. Techniques for sales promotion
11. Explain the different stages of detailing
12. Explain the steps involved in the purchasing process
13. Real-time stability testing
14. Abbreviated new drug applications
15. Market research
16. Define the term inventory control. What are its objectives. Explain any one method used for inventory control
17. Advertising ethics of sales
