

2010 Scheme

QP CODE: 307006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations May 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. Define the term inventory control. Explain the functions of inventory control. Write notes on EOQ (Economic Order Quantity)
2. Discuss the important functions of Human Resources and Financial management
3. Discuss the process validation methods for pharmaceutical operations involved in the production of tablets

Short Notes

(14x5=70)

4. Differentiate between Journal and Ledger
5. Define the term petty cash book. How will you prepare the petty cash book
6. Explain the role played by a middleman who is involved in the distribution of goods
7. Explain the merits and demerits of retail department store
8. Differentiate between advertisement and sales promotion
9. Explain the various media for advertising the pharmaceutical products
10. Explain the salient features and steps involved in detailing
11. Explain the different methods of performance evaluation of employees
12. write the various steps involved in the purchase of raw materials.
13. Write notes on stability testing protocols for any two pharmaceutical products
14. ABC analysis
15. Intellectual Property Rights
16. Quality Audit
17. Role of cGMP in pharmaceutical manufacturing
