

2012 Scheme

QP CODE: 317006

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. What are the rules of preparing journals. Explain with examples
2. Explain the concept of GMP in pharmaceutical industrial operations
3. Principles of sales promotion. Add a note on advertising ethics of sales

Short notes

(14x5=70)

4. Functions of management
5. Explain types of Intellectual Property Rights
6. Protocol for conducting bioequivalence studies of a dosage form
7. Explain the channels of distribution with suitable examples
8. Explain the significance of stability studies
9. Forecasting market demand
10. Explain the ABC analysis of inventory control
11. Discuss the procedure for export of goods
12. Explain the duties of a professional sales representative
13. Explain the concept of new drug application in India
14. Mail order business
15. Explain the importance of market research
16. Explain job evaluation process
17. The types of validation methods for pharmaceutical operations
