

2012 Scheme

QP CODE: 317006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations March 2024

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. Discuss in detail, the concept of pharmaceutical marketing and functions involved in it.
2. Explain the importance of Market research. How do you measure and forecast market demand.
3. Discuss the current Good Manufacturing Practice (cGMP) in context to pharmaceutical manufacturing facilities.

Short notes

(14x5=70)

4. Exemplify feedback information with reference to trade.
5. Briefly describe the accounting concept.
6. Elaborate on Merchandising.
7. Explain the factors affecting Marketing.
8. What is Productive management.
9. Explain the different techniques/methods of promotion of pharmaceutical product.
10. Explain stability testing protocols for parenteral products.
11. What are the functions of sales representatives.
12. Explain about various types of channels of distribution used in pharmaceutical industry.
13. Differences between marketing and selling.
14. Explain about New Drug Application.
15. Importance of bioequivalence studies in drug approval process.
16. Explain Purchase procedure.
17. Describe Intellectual Property Rights and its components.
