

2010 Scheme

QP CODE: 307006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations September 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 the stability testing protocols for various pharmaceutical products.
2. Explain the various principles of management.
3. Write a note on Human Resource (HR) and financial management.

Short Notes

(14x5=70)

4. Define accountancy, accounting concepts and their conventions.
5. What is a cash book.
6. Define Journal and types of journal entry.
7. Explain the different stages of detailing.
8. What are the advantages of foreign trade.
9. Functions of Pharmaceutical Marketing.
10. Explain the different methods of performance evaluation of employees.
11. ABC analysis.
12. Define salesmanship and mention the qualities of a good salesman.
13. Compensation to pharmacist.
14. Purchase and its procedures.
15. General facilities of cGMP.
16. Abbreviated new drug applications.
17. Intellectual Property Rights.
