

2012 Scheme

QP CODE: 317006

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. Give in detail about the procedure for import and export of goods
2. Give in detail about the stability testing of protocols for various pharmaceutical product
3. Briefly discuss the inventory control and the Purchase of the raw materials

Short notes

(14x5=70)

4. What are the benefits of market research
5. Write about the Concepts and Conventions of Accounting
6. Describe the factors affecting market demand
7. Discuss the Concept of NDA
8. Describe the Protocols for Bioavailability studies
9. Functions of mail order business
10. Briefly discuss the protocols for the Bioequivalence study
11. Write details about the quality audit
12. Give about the advertising ethics of sales
13. Describe about buying and selling
14. Departmental stores
15. Short notes on wholesale
16. Explain Advertising media
17. Evaluation of a pharmacist
