

# 2010 Scheme

QP CODE: 307006

Reg. No: .....

## Third Year B.Pharm Degree Supplementary Examinations March 2025 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 purchasing in detail.
2. Explain the objectives and policies of cGMP in Manufacturing.
3. Discuss process validation methods for the production of tablets.

### Short Notes

(14x5=70)

4. Market research.
5. Define the term petty cash book. How will you prepare the petty cash book.
6. Define accountancy. Explain the terms credit, debit, assets, and liabilities of an organization.
7. What are the advantages of foreign trade.
8. Administrative management.
9. New drug applications.
10. Explain the salient features and steps involved in detailing.
11. Functions of Pharmaceutical Marketing.
12. Factors influencing choice of mode of transport.
13. Bioequivalence studies.
14. List the channels of distribution of goods from producers to customers.
15. Financial management.
16. Comparison of retail and departmental stores.
17. Advertising ethics of sales.

\*\*\*\*\*