

2012 Scheme

QP CODE: 317006

Reg. No:

Third Year B.Pharm Degree Supplementary Examinations August 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 different kinds of Trade. Explain the procedure for import and export of goods.
2. Explain quality audit and its role in maintaining quality of goods produced.
3. Discuss the principles of management with an emphasis on financial management.

Short notes

(14x5=70)

4. Channels of distribution.
5. Preparation of ledger.
6. Compensation to the pharmacist.
7. Describe the factors affecting marketing.
8. Write notes on detailing.
9. Advertising media.
10. Write notes on stability testing protocols for pharmaceutical products.
11. Explain purchase procedure.
12. What are the benefits of online marketing.
13. Functions of sales representative.
14. Mail order business.
15. Briefly discuss the designs for carrying out bioequivalence studies.
16. Briefly describe about inventory control.
17. Discuss the concept of product development through Abbreviated New Drug Application (ANDA).
