

Third Year B.Pharm Degree Examinations - November 2013

PHARMACEUTICAL MANAGEMENT**Time: 3 Hours****Total Marks: 100**

- Answer all Questions.
- Write equations wherever necessary.

Essay**(3x10=30)**

1. Explain the various sales promotion methods for marketing pharmaceutical products.
2. Explain the term 'Market research'. What are the various methods of conducting market research.
3. Explain in detail on planning as part of management.

Short notes**(14x5=70)**

4. Mention the functions and advantages of wholesaler.
5. Leadership
6. Recruitment
7. Financial management
8. Basic principles in industrial materials management
9. Protocols for bioavailability
10. Intellectual property rights
11. What are the various channels of distribution in pharmaceutical industry
12. Define trade. Add a note on multiple shops
13. Difference between ledger and cash book
14. Levels of management
15. Import of drugs
16. Mail order business
17. Explain the following transactions of Mr. Ramu in a two columnar cash book:

2013 August	Particulars	Cash
2	Started business with cash	1,00,000
4	Purchased good for cash	50,000
7	Received cash from Prem	25,000
11	Paid into Bank	23,000
15	Cash Sales	8,000
21	Received from Thomson	2,400
24	Received from Daniel Discount allowed	2,500 100
30	Rent paid for the month paid salaries	5,000 20,000
