

Third Year B.Pharm Degree Supplementary Examinations - August 2014

PHARMACEUTICAL MANAGEMENT

Time: 3 Hours

Total Marks: 100

- Answer all Questions.
- Write equations wherever necessary.

Essay

(3x10=30)

1. What is meant by trade. Discuss about the import and export of goods.
2. Discuss the good manufacturing practices as per schedule M required for pharmaceutical operations.
3. Explain different levels of management in detail.

Short notes

(14x5=70)

4. Mention the functions and advantages of retailer.
5. What are the differences between departmental store and multiple shops.
6. Market research
7. Objectives of Financial Management
8. What are the principles of accounting.
9. Procedure for abbreviated new drug applications
10. ABC analysis.
11. Distinguish between journal and cash book
12. Advertising ethics of sales
13. Books of original entry
14. Salesman qualities
15. Intellectual Property rights
16. Buying and selling
17. Protocol for bioavailability
