

Third Year B.Pharm Degree Examinations - September 2014

**PHARMACEUTICAL MANAGEMENT**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.
- Write equations wherever necessary.

**Essay**

**(3x10=30)**

1. Define 'accountancy'. Describe briefly the various records to be maintained for accounts.
2. Discuss the various functions of management.
3. Explain the different channels of distribution.

**Short notes**

**(14x5=70)**

4. Entrepreneurship
5. Explain the factors concerning sale and sales promotion.
6. Inventory control.
7. Bioequivalence study protocol.
8. New drug application
9. Advertising ethics of sales
10. Human resource management
11. Purchase in materials management
12. Departmental stores
13. Compensation to pharmacist
14. Communication
15. Leadership
16. Export of drugs
17. Product design and development

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