

Third Year B.Pharm Degree Supplementary Examinations - August 2015

PHARMACEUTICAL MANAGEMENT

(2010 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Discuss the pharmaceutical marketing procedure followed for the promotion of pharmaceutical products. Explain its merits and demerits.
2. Discuss the stability testing protocols and guidelines followed for various pharmaceutical products
3. Explain new drug application (NDA) and Abbreviated new drug application. Write a note on Intellectual property rights

Short notes

(14x5=70)

4. Channels of distribution.
5. Protocols for bioavailability studies.
6. Concepts of accountancy.
7. Purchasing procedure followed in the raw materials stores.
8. Sales forecasting methods.
9. GMP requirements for the products of solid dosage forms.
10. Importance of HR in the pharma industry.
11. Basic principles of material management.
12. Ethics of advertising.
13. Principles of management.
14. Transportation and storage procedure followed for pharmaceutical products.
15. Principles of sales promotion.
16. Process validation methods for pharmaceutical operations.
17. Ledgers and cashbooks.
