

Third Year B.Pharm Degree Examinations - August 2015

**PHARMACEUTICAL MANAGEMENT**

**(2012 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Explain the various channels of distribution in pharmaceutical marketing
2. Explain the good manufacturing practices required for pharmaceutical products.
3. Describe various stability testing protocols of pharmaceutical products

**Short notes**

**(14x5=70)**

4. Mail order business
5. Import of pharmaceutical goods
6. Various devices of sales promotion
7. Recruitment and compensation to the pharmacist.
8. Inventory control
9. Intellectual property rights
10. Basic principles of industrial material management
11. Measuring and forecasting market demand
12. Preparation of cash books
13. Buying and selling
14. Advertising ethics of sales
15. Principles of management
16. New drugs applications
17. Market research

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