

Third Year B.Pharm Degree Supplementary Examinations - March 2015

PHARMACEUTICAL MANAGEMENT

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Define sales promotion and explain about various techniques of sales promotion
2. Discuss different inventory control methods in detail
3. Explain about human resource management

Short notes

(14x5=70)

4. Feedback information
5. Wholesale
6. Types of leadership and essential qualities of a good leader
7. General requirement of facilities as in CGMP
8. Financial management
9. Marketing ethics
10. New drug application
11. Recruitment and training given for salesman
12. Explain about intellectual property rights and its importance
13. Types and importance of planning
14. Communication
15. Production planning and control
16. Documentation and records maintained in industry as per CGMP
17. Important functions of marketing
