

Third Year B.Pharm Degree Supplementary Examinations - January 2016

**PHARMACEUTICAL MANAGEMENT**

**(2010 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Define cGMP. Discuss the GMP requirements for the pharmaceutical operations involved in the production of tablets.
2. Discuss the significance of stability testing for pharma products and mention the guidelines followed for the stability testing for various pharmaceutical products.
3. Discuss the basic principles of Industrial material management. Explain the purchasing procedure and inventory control of raw materials required for pharma industry

**Short notes**

**(14x5=70)**

4. Preparation of journal and ledgers.
5. Channels of distribution.
6. Principles of sales promotion.
7. Protocols for bioavailability and bioequivalence studies.
8. Abbreviated new drug applications and its significance.
9. Activities of pharmaceutical marketing.
10. HR and financial management.
11. Process validation methods of pharmaceutical operations.
12. Sales forecasting of pharma products.
13. Concepts of accounting principles.
14. Procedure for import and exports of goods.
15. Principles of management.
16. Retail and departmental stores.
17. Recruitment and training procedure for salesmen.