

Third Year B.Pharm Degree Supplementary Examinations - January 2016

PHARMACEUTICAL MANAGEMENT

(2012 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. What is market research. Explain about the various methods of conducting market research.
2. Explain about sales promotion methods in pharmaceutical industry.
3. Explain about the industrial material management system.

Short notes

(14x5=70)

4. Bioavailability protocol
5. Departmental store and multiple stores.
6. Demerits of retail trade.
7. Export of pharmaceutical goods
8. Preparation of ledger
9. Abbreviated new drug applications
10. Quality audit
11. Process validation for pharmaceutical operations
12. Principle of accountancy
13. Different types of trade
14. Channels of distribution
15. Accounting conventions
16. cGMP in manufacturing
17. Transportation and storage of pharmaceutical goods.
