

Third Year B.Pharm Degree Supplementary Examinations - July 2016

PHARMACEUTICAL MANAGEMENT

(2010 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Discuss different types of trade with suitable examples. Add a detail note on the procedure followed for the import and export of goods.
2. Discuss the principles of management. Explain the market research protocols for the promotion of a pharmaceutical product
3. Explain the inventory control measures followed for procuring and distribution of pharmaceutical products in the hospitals.

Short notes

(14x5=70)

4. Preparation of journals.
5. Mail order business.
6. Principles of sales promotion.
7. Basic principles of material management.
8. Process validation procedures followed in the pharma industry.
9. Stability testing protocols for biological and parenteral preparations.
10. New drug applications.
11. Concepts of accounting.
12. Financial management.
13. Compensation to pharmacist
14. Protocols for bioavailability studies.
15. Advertising ethics of sales.
16. Sales forecasting
17. Importance of GMP in pharma industry.
