

Third Year B.Pharm Degree Examinations - July 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 the various channels of distribution of pharmaceutical in pharmaceutical marketing.

**Short notes**

**(14x5=70)**

4. Concept of management
5. ABC analysis in inventory control
6. What are the essential leadership qualities of a pharmacist
7. Preparation of journals
8. Bioavailability studies protocol
9. Process validation methods of pharmaceutical operations involved in production of tablets
10. Intellectual property rights
11. Purchase and raw materials stores
12. Financial management
13. Mail order business
14. Pharmaceutical detailing
15. New drug applications
16. Pharmacist training
17. Pharmacy merchandising.

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