

**QP CODE:317006**

**Reg.No: .....**

Third Year B.Pharm Degree Supplementary Examinations – January 2017

**PHARMACEUTICAL MANAGEMENT**

**(2012 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Explain the various channels of distribution of pharmaceutical in pharmaceutical marketing.
2. Explain the good manufacturing practices required for the production of unit solid dosage form.
3. Give a brief note on various stability testing protocols of pharmaceutical products

**Short notes**

**(14x5=70)**

4. Mail order business
5. Import of pharmaceutical goods
6. Give a note on various devices of sales promotion
7. Recruitment and compensation to the pharmacist.
8. Inventory control
9. Intellectual property rights
10. Basic principles of industrial material management
11. Measuring and forecasting market demand
12. Preparation of cash books
13. Buying and selling
14. Advertising ethics of sales
15. Principles of management
16. New drugs applications
17. Market research

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