

QP CODE: 307006 (OLD SCHEME)

Reg.No:

Third Year B.Pharm Degree Supplementary Examinations June 2017

PHARMACEUTICAL MANAGEMENT

(2010 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Discuss advantages and disadvantages of journal and ledger.
2. Discuss functions of pharmaceutical marketing. Add a note on buying process.
3. Discuss in detail administrative management.

Short notes

(14x5=70)

4. Discuss any one accounting concept.
5. Principles of sales promotion.
6. Advertising ethics to be followed.
7. Financial management.
8. Human resource function.
9. Measuring Market Demand.
10. Discuss basic principles involved in purchasing.
11. What is raw material stores and how it is maintained.
12. The advantages and disadvantages of any one modes of transport.
13. Design and Development for Pharmaceutical operations involved in production of Tablets
14. The requirements of cGMP.
15. Bioequivalence studies of tablets.
16. Types of patents.
17. New drug application.
