

**QP CODE: 307006 (OLD SCHEME)**

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

**Third Year B.Pharm Degree Supplementary Examinations January 2018**

**PHARMACEUTICAL MANAGEMENT**

**(2010 Scheme)**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Discuss salesmanship in detail
2. Explain bioavailability and bioequivalence studies in detail.
3. What is a ledger. Explain the importance, preparation and handling of a ledger.

**Short notes**

**(14x5=70)**

4. Multiple shops.
5. Quality audit
6. cGMP in pharmaceutical manufacturing.
7. Difference between management and administration
8. Advertising
9. Stability testing protocols
10. Functions and benefits of transportation.
11. Export of drugs.
12. Pharmaceutical detailing
13. Product design in good manufacturing practice.
14. Delegation of authority.
15. Department stores
16. Entrepreneurship
17. Intellectual property rights.

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