

# 2010 Scheme

QP CODE: 307006

Reg. No: .....

**Third Year B.Pharm Degree Supplementary Examinations  
November 2019  
Pharmaceutical Management**

**Time: 3 Hours**

**Total Marks: 100**

- Answer all Questions.

**Essay**

**(3x10=30)**

1. Discuss in detail administrative management principles
2. Inventory control methods
3. Discuss requirements of cGMP manufacturing

**Short notes**

**(14x5=70)**

4. Accounting period concept
5. Ledger
6. Import procedure for pharmaceuticals
7. Difference between selling and marketing
8. Functions of Pharmaceutical Marketing
9. Sales promotion
10. Compensation to the pharmacist
11. Productivity
12. Human Resource
13. Basic principles of Industrial material management
14. Bioavailability protocols
15. Validation
16. Leadership
17. Demand and supply

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