

Code: 9R01705

R09

B.Pharm IV Year I Semester (R09) Supplementary Examinations November 2016

PHARMACY ADMINISTRATION

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Define and classify companies.
(b) Write the characteristics, merits and demerits of a public limited company.
- 2 (a) Write the organizational chart in production management.
(b) Explain the different types of plant layouts.
(c) What is "Batch production"?
- 3 (a) Explain about various models used to measure the work.
(b) Write a note on Deming's contribution to quality.
- 4 (a) Write a comparative account of retail and wholesale trade.
(b) List the factors influencing channel of drug distribution.
(c) Write a note on sales promotion.
- 5 (a) Explain the scenario of pharmaceutical industry growth in India contributions to national economic growth.
(b) Write a note on public sector units in pharmaceutical industry.
- 6 (a) What is health insurance and write the advantages of health insurance?
(b) Explain the different types of health insurances available in India.
- 7 (a) Write organization and function of pharmacy council of India.
(b) Write the general principles of medical detailing.
- 8 (a) Write any three factors that influence the success of drug store.
(b) Explain about various layout designs that influence customer patronage to the pharmacy.
