

Code: 9R01705

B.Pharm IV Year I Semester (R09) Supplementary Examinations November 2017

PHARMACY ADMINISTRATION

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 (a) What are the strength & weakness of a sole proprietorship?
(b) What is a joint stock company? What are their characteristic features?
- 2 (a) What is mass production? What are its characteristics, advantages and limitations?
(b) Explain the goals of production management.
- 3 (a) Explain the usefulness of c chart and p chart for statistical quality control.
(b) Explain Deming's rules for quality maintenance.
- 4 (a) Describe the different methods of sales promotion with suitable examples.
(b) Explain the concept of mix in marketing.
- 5 (a) What is the progress of Indian pharma industry in the manufacture of synthetic and vegetable drugs?
(b) Write the impact of export and import of drugs in pharmaceuticals.
- 6 (a) What are the recent developments in health insurance?
(b) Insurance sector influences the growth of pharma industry. Comment.
- 7 (a) What is the role of pharmaceutical associations?
(b) Write the principles of medical detailing.
- 8 (a) How does register maintained in a drug store?
(b) What are the legal requirements for the establishment of drug store?
