

B.Pharm III Year II Semester (R15) Regular Examinations May/June 2018

**PHARMACY ADMINISTRATION**

Time: 3 hours

Max. Marks: 70

**PART – A**

(Compulsory Question)

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- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Define job and batch production.
  - (b) Explain the characteristics of business.
  - (c) Write about goals of management.
  - (d) Write about post liberalization scenario.
  - (e) Explain c Chart.
  - (f) Write about sales promotion.
  - (g) Explain about acceptance of sampling in work study.
  - (h) Write about PSU s.
  - (i) Explain about import trade of drugs.
  - (j) Write the role of salesmanship in drug store.

**PART – B**

(Answer all five units, 5 X 10 = 50 Marks)

**UNIT – I**

- 2 Explain about production planning and control (PPC) in manufacturing unit.

**OR**

- 3 Explain the following partnership, proprietorship and joint stock company. Add a note on evaluation methods.

**UNIT – II**

- 4 Explain about basic procedure involved in method of study and statistical quality control of X chart and R chart.

**OR**

- 5 Write about various marketing strategies and functions involved in product life cycle.

**UNIT – III**

- 6 Write about the growth of pharma industry in India-current status and its role.

**OR**

- 7 Explain the progress of manufacture of basic drug, synthetic drug and drugs of vegetables origin.

**UNIT – IV**

- 8 Explain about various types of insurances included in marine.

**OR**

- 9 Explain about various types of insurances included in health.

**UNIT – V**

- 10 Explain about various methods of designing drug store and its layout.

**OR**

- 11 Briefly explain about various methods of accounting records required in drug store maintenance.

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