

QP CODE: 317006 (new scheme)

Reg.No:

Third Year B.Pharm Degree Supplementary Examinations January 2018

PHARMACEUTICAL MANAGEMENT

(2012 Scheme)

Time: 3 Hours

Total Marks: 100

- Answer all Questions.

Essay

(3x10=30)

1. Explain in detail on planning as part of management.
2. Define 'accountancy'. Briefly describe various records to be maintained for accounts.
3. Give a detailed account on good manufacturing practices as per schedule M required for pharmaceutical operations.

Short notes

(14x5=70)

4. Role of HR management
5. Procedure for import trade
6. Transportation and storage of pharmaceutical goods
7. What are the differences between departmental store and multiple shops.
8. Buying and selling
9. Procedure for abbreviated new drug applications
10. ABC analysis.
11. Medical detailing
12. Advertising ethics of sales
13. Stability testing of pharmaceutical products
14. Salesman qualities
15. Intellectual property rights
16. Leadership and authority
17. Protocol for bio equivalence studies
