

Code No: R9605

R09

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
B. Pharmacy IV Year I Semester Examinations, November/December-2016  
PHARMACY ADMINISTRATION

Time: 3 hours

Max.Marks:75

Answer any five questions  
All questions carry equal marks

- 1.a) Enumerate the factors influencing the location of pharmaceutical plant with suitable examples.
- b) What are the advantages of statistical quality control? Write about  $\bar{X}$  chart. [10+5]
- 2.a) Differentiate between partnership company and joint stock company. Mention their relative advantages.
- b) Write about health insurance in India and its growth. [7+8]
- 3.a) What is pharmacovigilance? Write about the initiatives taken by central government in this? Mention the role of pharmacist in pharmacovigilance.
- b) Write about abuse of prescription drugs and adherence to medications. [7+8]
- 4.a) Write about factors influencing the channels of distribution.
- b) What is product life cycle and explain its influence on marketing strategies. [7+8]
- 5.a) Enumerate growth and fall of PSUs in pharma industry in India.
- b) Explain the processes of export and import of drugs. [7+8]
- 6.a) Write about Indian Pharmaceutical Association.
- b) Which statutory council governs the profession of pharmacy? Explain its functioning. [7+8]
7. Explain the layout of a drug store and its functioning. [15]
8. Write short notes on the following:
- a) Format for monitoring adverse drug reactions
- b) Goals of production management
- c) Stages of new product development [5+5+5]