

Code No: 217AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Pharmacy IV Year I Semester Examinations, May - 2018

PHARMACY ADMINISTRATION

R13

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B. Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART-A

- (25 Marks)
- 1.a) What is Partnership? [2]
 - b) What is Joint stock Company? [3]
 - c) What is R Chart? [2]
 - d) What is p Chart? [3]
 - e) What is cost benefit ratios? [2]
 - f) Enlist the drugs banned in India. [3]
 - g) What is sales promotion? [2]
 - h) What is Product Life cycle? [3]
 - i) What are basic drugs? [2]
 - j) What are synthetic drugs? [3]

PART-B

- (50 Marks)
- 2.a) Discuss the Characteristic features of Business in detail. [10]
 - b) Discuss the features of Sole Proprietorship. [10]
- OR
- 3.a) Discuss the evaluation of Sole Proprietorship [10]
 - b) Discuss the features of Public Enterprises. [10]
- 4.a) Write notes on Goals of Production Management and Organisation. [10]
 - b) Discuss briefly on New Product Development. [10]
- OR
- 5.a) Write short note on Deming's contribution to quality. [10]
 - b) Write short note on Acceptance Sampling. [10]
- 6.a) Write note on Abuse of prescription drugs. [10]
 - b) Write note on Social uses of drugs. [10]
- OR
- 7.a) Discuss the present status of Pharmaceovigilance in India. [10]
 - b) Write short note on Irrational Drug Combinations. [10]

- 8.a) Discuss the functions of Marketing. [10]
 - b) Discuss the factors influencing channels of distribution. [10]
- OR
- 9.a) Discuss the Marketing Strategies based on Product Life Cycle [10]
 - b) Write on channels of distribution. [10]
- 10.a) Write note on growth of pharma industry in India [10]
 - b) Discuss the Export and import of drugs and pharmaceuticals. [10]
- OR
- 11.a) Discuss the Structure of pharma industry in India [10]
 - b) Write note on PSUs in pharma industry. [10]