

III B. Pharmacy I Semester Supplementary Examinations, May - 2019
PHARMACEUTICAL MANAGEMENT

Time: 3 hours

Max. Marks: 70

- Note: 1. Question paper consists of two parts (**Part-A** and **Part-B**)
 2. Answering the question in **Part-A** is Compulsory
 3. Answer any **THREE** Questions from **Part-B**

PART -A

1. a) What are the characteristic features of business? (3M)
- b) What do you mean by product development? (3M)
- c) What is method study? Give example. (4M)
- d) Add a note on marketing mix. (4M)
- e) Write short note on import of pharmaceuticals. (4M)
- f) Mention the roles of pharmaceutical associations and societies with examples. (4M)

PART -B

2. a) Discuss the features of sole proprietorship and partnership. (8M)
- b) Give an account on the types of public enterprises. (8M)
3. a) Enumerate the principles and types of plant layout. (8M)
- b) Add a note on the goals of production management. (8M)
4. a) Explain Deming's contribution to quality. (8M)
- b) Discuss the procedure involved in work measurement. (8M)
5. a) Describe the structure of Pharma industry in India. (8M)
- b) Add an account on the status of progress in the manufacture of drugs of vegetable origin. (8M)
6. a) Describe product life cycle. (8M)
- b) Explain sales promotion. (8M)
7. a) Explain the types of Marine insurance. (8M)
- b) Enumerate the principles of medical detailing. (8M)