

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 **FOUR** Questions from **Part-B**

PART -A

1. a) Write about joint stock company. (2M)
- b) Give a note on New Product Development. (2M)
- c) Write a note on Acceptance sampling. (2M)
- d) Write a note on sales promotion. (2M)
- e) Give a note on import of drugs and pharmaceutical products from India. (2M)
- f) Write functions of UGC. (2M)
- g) Discuss objectives of APTI. (2M)

PART -B

2. a) Explain salient features of Sole proprietorship and Partnership. (8M)
- b) Discuss about Characteristic features of Business. (6M)
3. a) Discuss about advantages of organization production. (7M)
- b) Write a note on types of plant lay out. (7M)
4. a) Give a detailed note on p-chart and R-chart. (7M)
- b) Write a note Deming's contribution to quality of pharmaceutical products. (7M)
5. a) Discuss about channels of distribution. (7M)
- b) Write the functions of Market. Discuss about market mix. (7M)
6. a) Describe, how the Indian pharmaceutical Industries playing important role in the improvement of Indian economy. (7M)
- b) Discuss about structure of pharmaceutical Industry in research development and production. (7M)
7. a) Write about types of insurances and explain their advantages. (10M)
- b) Discuss about the role of PCI in pharmacy education. (4M)