

III B. Pharmacy I Semester Supplementary Examinations, Oct/Nov - 2020
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**
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PART -A

1. a) Explain about joint stock company. (2M)
- b) Discuss briefly about job production. (2M)
- c) List various types of quality control charts. (2M)
- d) Give the role of sales manager in motivating the sales team. (2M)
- e) Where India stands in export of drugs and pharmaceuticals? (2M)
- f) Write short notes on vegetable drugs origin. (2M)
- g) Discuss about functions of AICTE. (2M)

PART -B

2. a) Discuss about changing Business environment in post liberalization. (10M)
- b) Write a note on sole proprietorship and its merits and demerits. (4M)
3. a) Write about New Product Development and goals of production management? (7M)
- b) Discuss about plant location and plant layout? (7M)
4. a) Give a short note on c-chart and p-chart? (7M)
- b) Write about R-chart and acceptance sampling? (7M)
5. a) Write about factors influencing channels of distribution? (7M)
- b) Discuss about product life cycle. (7M)
6. a) Discuss about pharmaceutical industry growth in India? (7M)
- b) Explain the role of Indian pharmaceutical Industries role in growth of Indian economy? (7M)
7. a) Write a note on principles of Medical detailing? (7M)
- b) Describe about Marine Insurances. (7M)