

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Pharmacy IV Year I Semester Examinations, March-2017
PHARMACY ADMINISTRATION

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) Define joint stock company? [2]
- b) Write different types of public enterprises? [3]
- c) Write two goals of production management and organization? [2]
- d) Write principle involved in plant layout? [3]
- e) Write definitions of efficacy and comparative cost effectiveness ratios? [2]
- f) Write social uses of drugs? [3]
- g) Write different functions of marketing? [2]
- h) Define product life cycle and write its salient features? [3]
- i) Write four synthetic drugs names? [2]
- j) What is export and import trade? [3]

PART-B**(50 Marks)**

2. What is meant by sole proprietorship and joint stock company? [10]
- OR**
3. Write evaluation of proprietorship and partnership. [10]
4. Write different types of plant layout and methods of production? [10]
- OR**
5. What is statistical quality control and how it can be evaluated? [10]
6. Write the present status of pharmacovigilance in India. [10]
- OR**
7. Write the prescribing format for reporting adverse drug reactions. [10]
8. Write the factors influencing the channels of distribution. [10]
- OR**
9. Write the different marketing strategies based on product cycle? [10]
10. Write the growth of Pharma industry in India respective to national economy. [10]
- OR**
11. What is PSUs in Pharma industry-progress in the manufacturing of basic drugs? [10]