

Code No: 217AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Pharmacy IV Year-I Semester Examinations, May-2018
PHARMACY

Dr. JYOTI NEHRU TECHNOLOGICAL UNIVERSITY HYDRA
B. Pharmacy IV Year I-Semester Examinations, May - 2018
PHARMACY ADMINISTRATION

Time: 3 hours

R13

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?
- b) What is Joint stock Company?
- c) What is R Chart?
- d) What is p Chart?
- e) What is cost benefit ratios?
- f) Enlist the drugs banned in India.
- g) What is sales promotion?
- h) What is Product Life cycle?
- i) What are basic drugs?
- j) What are synthetic drugs?

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PART-B

(50 Marks)

- 2.a) Discuss the Characteristic features of Business in detail.
- b) Discuss the features of Sole Proprietorship.

OR

- 3.a) Discuss the evaluation of Sole Proprietorship
b) Discuss the features of Public Enterprises.

[10]

- 4.a) Write notes on Goals of Production Management and Organisation.
b) Discuss briefly on New Product Development.

OR

- 5.a) Write short note on Deming's contribution to quality.
b) Write short note on Acceptance Sampling.

[10]

- 6.a) Write note on Abuse of prescription drugs.
b) Write note on Social uses of drugs.

[10]

OR

- OR
- 7.a) Discuss the present status of Pharmaceovigilence in India.
b) Write short note on Irrational Drug Combinations.

[10]

[10]

- 8.a) Discuss the functions of Marketing.
- b) Discuss the factors influencing channels of distribution.

OR

- 9.a) Discuss the Marketing Strategies based on Product Life Cycle
b) Write on channels of distribution.

[10]

[10]

- 10.a) Write note on growth of pharma industry in India
b) Discuss the Export and import of drugs and pharmaceuticals.

[10]

OR

- 11.a) Discuss the Structure of pharma industry in India
b) Write note on PSUs in pharma industry.

[10]