

Subject Code: B4105/R10

IV B.Pharmacy I Semester Supplementary Examinations Nov. - 2016

PHARMACEUTICAL MANAGEMENT

Time: 3 hours

Max. Marks: 75

**Answer any FIVE Questions
All Questions carry equal marks**

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1. (a) What is a Joint stock company?
(b) What are the advantages and disadvantages of public enterprises?
[5+10]
2. (a) Enumerate the goals of production management in an organization.
(b) Write a brief note on new product development
[7+8]
3. Write short note on
(a) R-Chart and c-Chart
(b) Acceptance sampling
(c) Deming's contribution to quality
[5+5+5]
4. (a) What are the factors influencing the channels of distribution?
(b) Discuss about sales promotion and sales organization.
[7+8]
5. (a) Explain the progress in the manufacture of basic drugs, synthetic and vegetable drugs.
(b) Write a detailed note on current status of pharma industry in India.
[8+7]
6. (a) Discuss about pharmaceutical association and societies.
(b) Write in detail about the principles of medical detailing.
[8+7]
7. (a) Define Insurance and add a note on marine insurance.
(b) Write short note on health insurance.
[8+7]
8. (a) Explain drug store planning and layout of drug store.
(b) Write a note on accounting records in drug store.
[8+7]

