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BPH 707

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IV/IV B.PHARMACY (Supply) DEGREE EXAMINATIONS, MARCH-2021

Seventh Semester

B.PHARMACY

INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL MARKETING

Time: Three Hours

Maximum marks:70

SECTION-A

Answer any FOUR Questions

4X10=40M

1. What are the functions of management? Discuss.
2. Explain the different types of plant layouts.
3. Explain the stores organization and different types of stores.
4. Explain the importance of training in the organization.
5. What are the different approaches to the study of marketing?
6. Write short notes on the following
 - a) Sales promotion policies
 - b) Book keeping and its importance in business.

SECTION-B

Answer any TEN Questions

10X3=30M

7. Explain various ICH guidelines.
8. What is market planning? Explain.
9. Difference between journal and ledger.
10. Explain the importance of wholesalers and retailers in distribution of products.
11. What are the factors influencing the location of plant.
12. Explain the 'BIN Card'.
13. What is scientific purchasing?

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14. Explain various stages of 'selection process'
15. Explain different types of 'NADA' applications.
16. Explain the objectives of job evaluation.
17. What is the importance of quality control?
18. 'Remuneration is a vital issue in HRM'-Explain.



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IV/IV B.PHARMACY (Supply) DEGREE EXAMINATIONS, APRIL-2019
7th Semester

B.PHARMACY

INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL MARKETING

Time: Three Hours

Maximum marks:70

SECTION-A

Answer any FOUR Questions

4X10=40M

1. Explain the organizational functions of management.
2. Write about the factors influencing location of pharmaceutical industry.
3. Explain the scientific purchasing methods for pharmaceutical industry with their relative merits.
4. Write about marketing research approaches for improving sales.
5. Explain the stages in the development of NDA.
6. Write notes on the following
 - a) Cash book
 - b) Balance sheet

SECTION-B

Answer any TEN Questions

10X3=30M

7. Write about the pyramid model of organization.
8. Mention the salient differences between product and process layout.
9. Write about the process of staff recruitment policies in pharma industry.
10. Write about window display.
11. Write about the profit and loss account.
12. Mention the advantages of double entry book keeping.
13. What are the advantages of Schedule M?
14. Define NDA and ANDA.
15. Mention the role of professional persons in marketing.
16. Write about favorable locations for drug stores.
17. Write about the demotion policies.
18. Write about the techniques of coordination.

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IV/IV B.PHARMACY (Regular) DEGREE EXAMINATIONS, OCT-2018
7th Semester

B.PHARMACY

INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL MARKETING

Time: Three Hours

Maximum marks:70

SECTION-A

Answer any FOUR Questions

4X10=40M

1. Give the classification of management systems and explain their qualities.
2. Give the differences between process layout and product layout. Discuss their relative merits for application of pharmaceutical industry.
3. Explain the concepts of scientific purchasing and organization of finished goods stores in pharmaceutical industry.
4. Explain the sales promotion policies adopted in pharmaceutical industries.
5. Write notes on the following
 - a) Profit and loss account
 - b) Double entry book keeping.
6. What is ANDA and explain the process of its filling.

SECTION-B

Answer any TEN Questions

10X3=30M

7. Write about factors influencing the drug stores location.
8. Give the layout plan of drug store.
9. Write about the promotion policies.
10. What are the problems of productivity?
11. Write about job evaluation methods.
12. Briefly describe the interior methods of display.
13. Mention the significance of cash book.
14. Write the principles of costing.
15. What is ICH and what are its objectives?
16. Differentiate between NDA and ANDA.
17. Mention the advantages of planning.
18. Write about pyramid structure of organization.

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IV/IV B.PHARMACY DEGREE EXAMINATIONS, NOVEMBER-2017
Seventh Semester

B.PHARMACY
INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL
MARKETING

Time: Three Hours

Maximum marks:70

SECTION-A

Answer any FOUR Questions

4X10=40M

1. Enumerate the factors influencing location for drug stores and explain the concepts of its management.
2. Explain the organization of stores in pharmaceutical industry with the help of a neat sketch.
3. Discuss the different market approaches by comparing their relative merits.
4. Mention the significance of Schedule M and explain in relation to plant and personnel.
5. Write about the systems of book keeping and explain the advantages of double entry book keeping.
6. Write notes on the following:
 - a) Structure of management
 - b) Sources of recruitment

SECTION-B

Answer any TEN Questions

10X3=30M

7. Explain the elements of management.
8. Give the comparisons between product layout with process layout.
9. Define ledger and cash book.
10. Differentiate between window and interior display with suitable examples.
11. Write about the differences between book keeping and accounting.
12. Write about the organization of packing department in a pharmaceutical industry.
13. Briefly write about profit and loss account.
14. Who are the members of ICH?
15. Write about sources of recruitment.
16. Give the differences between NDA and ANDA.
17. How location of pharmaceutical industry is influenced by the availability of raw materials
18. Explain the role of wholesalers in the pharmaceutical marketing.

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IV/IV B.PHARMACY DEGREE EXAMINATIONS, APRIL, 2016
Seventh Semester

INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL MARKETING

Time: Three Hours

Maximum marks:80

SECTION-A

Answer any FOUR questions.

4x10=40M

1. Write a note on different styles of leadership.
2. Explain the essential principles in the management of a drug store.
3. Explain how training is given to employees in a pharmaceutical industry.
4. Explain how market planning is carried out.
5. Write notes on Double entry Book Keeping and on Balance Sheet.
6. Explain the different stages in the filing of a New Drug Application.

SECTION-B

Answer any TEN questions.

10x4=40M

7. Bring out the importance of communication skills in management.
8. Write a note on Decision Making.
9. Give the layout of a tableting unit in a pharmaceutical industry and justify.
10. Explain the word "Product layout" with an example.
11. What is "Scientific purchasing"?
12. Write a note on "job evaluation".
13. Write a note on the functions of the wholesaler.
14. What are the qualities of a sales person?
15. Write a note on journal and ledger.
16. Write about Profit and Loss Account and Cash Book.
17. What are the requirements about buildings as per schedule M of drugs and Cosmetics Act.
18. Write a brief note on filing an Abbreviated New Drug Application.

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DEGREE EXAMINATIONS, NOVEMBER-2019

IV/IV B.PHARMACY (Regular) DEGREE EXAMINATIONS, NOVEMBER-2019
7th Semester
B.PHARMACY
INDUSTRIAL MANAGEMENT AND PHARMACEUTICAL MARKETING

Time: Three Hours

Maximum marks:70

SECTION-A

Answer any FOUR Questions

4X10=40M

1. Enumerate the organizational functions of management.
2. Explain the factors influencing location of pharmaceutical industry.
3. Explain the scientific purchasing methods for pharmaceutical industry with their relative merits.
4. Discuss the marketing research approaches for improving sales.
5. Explain the stages in the development of NDA.
6. Write notes on the following
 - a) Cash book
 - b) Balance sheet

SECTION-B

Answer any TEN Questions

10X3=30M

7. Give the classification of management systems.
8. Give the salient differences between product and process layout.
9. Write about the process of staff requirement policies in pharma industry.
10. Write about window display.
11. Write about the profit and loss account
12. Mention the advantages of double entry book keeping.
13. What are the advantages of following Schedule M?
14. Give the pre clinical stages of drug development.

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