

Total number of printed pages – 4

B. Pharm
PH. 8.5

Eighth Semester Examination – 2008

PHARMACEUTICAL MANAGEMENT

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory
and any **five** from the rest.*

*The figures in the right-hand margin
indicate marks.*

1. Answer the following questions in brief :

2 x 10

- (a) Name the components of trade.
(b) Name the most important factor needed for own retail pharmacy.

- (c) In a partnership firm, what is the maximum number for partners ?
(d) Compose and contrast the business of partnership and sole propriety business.
(e) Name the types of people involved in the channels of distribution of goods.
(f) What are the salient features of a departmental store ?
(g) Name the people involved in a cooperative store.
(h) What are the right sites for promoting retail pharmacy ?
(i) Name the methods and used for codification of various items in a drug store.



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Contd.

- (j) Explain VED analysis of items in a drug store.
2. Write in detail about the principles of management. 10
3. Write short notes on the following : 10
- (a) Accountancy book keeping
- (b) Balance sheet.
4. Write short notes on the economic aspects of the following : 10
- (a) Inland and Foreign trade
- (b) Insurance.
5. Write an essay on Pharmaceutical marketing. 10

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6. Discuss about the principles followed for promotion of sales. 10
7. Describe how material management is done in a retail pharmacy ? 10
8. Describe how management of production is done in a pharmaceutical industry ? 10

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