

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 × 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.

P.T.O.

PH. 8.5

2

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
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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PH. 8.5

3

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PH. 8.5

4

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