

Bachelor of Pharmacy (B. Pharm IInd Year) Fourth Semester
BP406 - Pharmaceutical Management

P. Pages : 1

Time : Three Hours



GUG/W/18/1169

Max. Marks : 80

- Notes :
1. All questions carry equal marks.
 2. Illustrate your answers wherever necessary with the help of neat sketches.
 3. Que. 1 is compulsory. Solve **any four** from remaining.

1. Write in detail about selection of site for a drug store and documents required to open the drug store. Add a note on its layout. **16**
2. a) Define management with its principle. **8**
b) Which are the different functions and levels of management. **8**
3. Define inventory control. Which are the different objectives, functions and techniques of inventory control. **16**
4. Write a short notes on **any four**. **16**
 - a) Cash book
 - b) Legal aspect of drug store
 - c) Multiple shop
 - d) Advertising
 - e) Journal ledger
5. How is the channel of distribution in pharmaceutical marketing. Write in detail about wholesale marketing and retail marketing. Add a note on departmental stores. **16**
6. a) Which are the different-types of account and what do you mean by book keeping. **8**
b) How pharmacists are evaluated in their recruitment training. **8**
7. Write short notes on the following **any four**. **16**
 - a) Compensation to pharmacist.
 - b) Techniques of sale promotion.
 - c) Mail order business.
 - d) Market research.
 - e) Buying and selling in P'ceutical marketing.
