

**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

**PH. 8.5**

**3**

**P.T.O.**

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

**PH. 8.5**

**4**

**– C**