

**MANIPAL UNIVERSITY**

**M. PHARM. PART – I/ M. Sc. PART – I (ADVANCED PHARMACEUTICAL STUDIES)  
DEGREE EXAMINATION – MAY/JUNE 2010**

**SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)**

**(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION/  
INTELLECTUAL PROPERTY MANAGEMENT)**

Thursday, May 27, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**Answer ALL questions.**

- 1A. Enlist Fayol's Principles. How do managerial skills differ in organizational hierarchy?  
1B. Enlist any three programmed and nonprogrammed decisions from an organizational setup.  
Which decisions are made at top level and which ones at lower level?  
1C. Mention the techniques available for effective utilization of time.  
((6+4)+5+5 = 20 marks)
- 2A. Enlist and discuss important elements of communication process and explain the barriers to effective communication.  
2B. Enlist various theories of motivation. Discuss Herzberg's two factor theory clearly differentiating between hygiene factors and motivational factors.  
((5+5)+(3+7) = 20 marks)
- 3A. Outline the salient features of a Matrix organization and enlist its advantages and disadvantages. What is meant by SBU?  
3B. Enlist advantages and disadvantages of a Conflict.  
((10+5)+5 = 20 marks)
- 4A. What do you mean by productive systems? Taking an example of Burger, outline the problems of operations management and how they can be addressed.  
4B. Write short notes on PERT.  
(15+5 = 20 marks)
- 5A. Define Six Sigma. Write the DPMO and COPQ from the one sigma to six sigma. Give an account on six sigma team members.  
5B. Define MIS and enlist the elements.  
5C. Out of six elements which one you think is most important in determining/designing an organization structure. Give reason.  
(10+5+5 = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Friday, May 28, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

✍ **Draw neat and labeled diagram wherever necessary.**

- 1A. Explain role of marketing for a pharmaceutical company.
- 1B. Segmentation in pharmaceutical industry can be done at two levels, doctor and patient. What are the bases for segmentation at these two levels? Add a note on Concentrated Marketing.
- 1C. What are the factors that motivate a doctor to prescribe a particular brand? Discuss. What variables are involved in prescribing process? Briefly outline the sources influencing prescribing behavior of physicians.

(4+8+8 = 20 marks)

- 2A. Write a detail note on new product adoption process. Diagrammatically explain how new product adoption process is related to Product Life Cycle.
- 2B. Who are the members of pharmaceutical distribution channel? Describe role of each member in detail.

(8+12 = 20 marks)

- 3A. What is push and pull strategy in promotion? Discuss various methods used for deciding on promotional budget. Enlist ideal qualities of a pharmaceutical salesman.
- 3B. Describe SWOT analysis of Indian pharmaceutical Industry. Add a note on GAP analysis.

(12+8 = 20 marks)

- 4A. Explain benefits of marketing planning. Discuss situational analysis as an integral part of pharmaceutical marketing planning.
- 4B. Discuss various competitive advantages for a pharmaceutical company to survive in fiercely competitive market.

(12+8 = 20 marks)

- 5A. Explain various ways by which a company can enter international market.
- 5B. Write a note on scenario of pharmaceutical advertising in India. How pharmaceutical advertising in India is regulated?
- 5C. Briefly outline various bases of pricing.

(8+8+4 = 20 marks)





## MANIPAL UNIVERSITY

**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010**

**SUBJECT: DISEASE MANAGEMENT (PMA 603)**

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Saturday, May 29, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions. All questions carry TEN marks.**

- 1A. What are the general principles of clinical assessment, treatment goals of solid tumors? Discuss the advantages of targeted therapies of solid tumors.
- 1B. Describe the Pathophysiology, diagnosis and drug therapy and critical analysis of AIDS.
- 2A. What are etiological and clinical features of Schizophrenia? Describe the investigations and differential diagnosis and treatments for Schizophrenia. Add a commentary on adverse drug effects of drugs in Schizophrenia.
- 2B. Give the management algorithm for Asthma. What are the treatment options for drug induced lung disease?
- 3A. Discuss the general guidelines for geriatrics therapeutics. What is the treatment recommended for drug-induced hepatitis?
- 3B. Enumerate the DSM IV diagnostic criteria for Affective disorders. Give an account of therapeutic and ADR management of depression.
- 4A. What are the symptoms, examination, investigations and treatment of cardiac arrhythmias?
- 4B. Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in malaria.
- 5A. Explain the various types of pharmacoeconomic evaluation models.
- 5B. What are the symptoms, examination, investigations and treatment of hypothyroidism?



# MANIPAL UNIVERSITY

## M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010

**SUBJECT: REGULATORY ENVIRONMENT AND INTELLECTUAL PROPERTY RIGHTS (PMA 606)**

**(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)**

Monday, May 31, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

- 1A. What is patent infringement? What is direct, indirect and contributory infringement?  
 1B. State whether following statements are true or false and if false, correct them.
- i) An innovator can file for a world patent, if he wants to file in several countries
  - ii) India follows first to invent patent system.
  - iii) India does not allow for product patents to be granted.
  - iv) A trademark to be granted should be distinctive and non deceptive
  - v) Copyrights can be sold, transferred or assigned to other persons.
- 1C. Discuss in detail Budapest treaty and Paris Convention. (5+5+10 = 20 marks)
- 2A. Discuss importance of patenting in pharmaceutical industry with relevance to drug discovery and development.  
 2B. Give a detailed account of Hatch Waxman Act with respect to generic drugs. (10+10 = 20 marks)
- 3A. Write short notes on:
- i) Non Disclosure Agreement
  - ii) Continuation in Part Patent Application
  - iii) Patent of Addition
  - iv) Protection of Undisclosed Information
- 3B. Explain with a flow chart the ANDA review process. (10+10 = 20 marks)
- 4A. Briefly explain the history of legislations with regard to the medicinal products in US.  
 4B. When European Society of Regulatory Affairs was established and what were its objectives?  
 4C. Discuss the steps involved in the Drug Development Process.  
 4D. When ICH steering committee has adopted new codification system for ICH guidelines? Classify and enlist the efficacy guidelines. (5×4 = 20 marks)
- 5A. Briefly mention the Historical development of GCP.  
 5B. What were the drawbacks of Pharmaceutical policy 2002 and how they were addressed in draft policy 2006?  
 5C. Define Validation. Discuss four M's of Validation.  
 5D. Write short notes on Collaborative writing. (5×4 = 20 marks)





## MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010

SUBJECT: HUMAN RESOURCE DEVELOPMENT AND AUDITING (PMA 607)

(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)

Tuesday, June 01, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL questions.

- 1A. Job analysis is a basic Human Resource Management Tool. Explain.
- 1B. Explain steps in recruitment process and add note on theories regarding recruitment.  
(10+(5+5) = 20 marks)
- 2A. Explain in detail the steps involved in training programme.
- 2B. Why the knowledge of stress management is essential for employees? Enlist and discuss different stress management techniques.  
(10+10 = 20 marks)
- 3A. Explain necessity of effective incentive system in organization.
- 3B. Write detail account on different Human Resource Development Audit methodology and instruments.  
(10+10 = 20 marks)
- 4A. Define Communication. Explain the barriers in effective Communication with examples.
- 4B. Enlist and discuss different Employee assistance programmes in organization.  
(10+10 = 20 marks)
- 5A. Write short notes on:
- Cost reduction and Speed strategy.
  - Concept of Human Resource Development.
- 5B. Write short notes on:
- Benefits of training.
  - Problems associated with Performance Appraisal process.  
(5×2)+(5×2) = 20 marks)

