

MANIPAL UNIVERSITY

M. PHARM. PART – I DEGREE EXAMINATION – MAY/JUNE 2011

SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Tuesday, May 24, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer all the questions.**

- 1A. Define the term Management. Discuss Managerial Functions. Managing is an Art and Science. Comment.
- 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.

((2+5+3)+5+5 = 20 marks)

- 2A. Discuss Written, Oral and Nonverbal Communication. Mention the advantages and disadvantages of Written and Oral Communication.
- 2B. Define Leadership. Enlist the styles and theories of Leadership. Explain Fiedler Contingency theory.

((5+5)+(1+3+6) = 20 marks)

- 3A. Discuss Departmentalization in detail. Define Narrow span and Wide span of control.
- 3B. Enlist the advantages and disadvantages of Conflict.

((10+5)+5 = 20 marks)

- 4A. Explain the organizational concept of materials manager.
- 4B. Enlist Project Scheduling and Controlling techniques. Draw the network diagram for the following.

Activity	Description	Required Predecessor	Duration
A	Product design	None	5 months
B	Market research	None	1
C	Production analysis	A	2
D	Product model	A	3
E	Sales brochure	A	2
F	Cost analysis	C	3
G	Product testing	D	4
H	Sales training	B, E	2
I	Pricing	H	1
J	Project report	F, G, I	1

(10+(2+8) = 20 marks)

- 5A. Define Six Sigma. Write the DPMO and COPQ of the one sigma to six sigma. Give an account on six sigma team members.
- 5B. Explain in brief the need for a database.
- 5C. Mention the structural option (Organic/Mechanistic) that best matches each strategy (Innovation, Cost minimization and Imitation)

(10+5+5 = 20 marks)



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Thursday, May 26, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

Answer all the questions.

- 1A. Explain role of marketing in Pharmaceutical Industry.
- 1B. What is consumer behavior? Explain the consumer decision process.
- 1C. Define segmentation. Discuss various dimensions of a pharmaceutical market. Add a note on criteria for segmenting a pharmaceutical market.
- (4+8+8 = 20 marks)
- 2A. Discuss in detail the concept of Product Life Cycle (PLC) and Individual adoption process.
- 2B. There is a growing trend among pharmaceutical companies to appoint C&F agent in preference to company's own depot or appointing super distributor. Discuss with emphasizing advantages of C&F agent over company's own depot and a super distributor.
- (8+12 = 20 marks)
- 3A. Discuss the model of marketing communication process and emphasize role of each element in the communication process. Add a note on Personal selling and advertising as components of promotional mix.
- 3B. Explain Porter's five force model as applied to pharmaceutical industry.
- (12+8 = 20 marks)
- 4A. Enlist benefits of marketing planning process. Discuss pharmaceutical market planning process.
- 4B. To succeed in fiercely competitive market place, companies should have competitive advantages. Discuss about these competitive advantages.
- (12+8 = 20 marks)
- 5A. Explain decisions taken by a company before entering into a foreign market.
- 5B. What are various codes with respect to ethical promotion of pharmaceutical products? Explain OPPI code.
- 5C. Explain different bases of pricing.
- (8+8+4 = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011

SUBJECT: DISEASE MANAGEMENT (PMA 603)

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Saturday, May 28, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer all questions. All questions carry equal marks.**

- 1A. Describe the pathophysiology, drug therapy and critical analysis of rational use of drugs in hypertension.
- 1B. Compare and contrast the Asthma versus COPD Risk factors, epidemiology, diagnosis and treatment options.
- 2A. What are etiological and clinical features of Insomnia and Anxiety? Describe the investigations and differential diagnosis and treatment for Insomnia and anxiety. Add a commentary on rational use of drugs in anxiety.
- 2B. Give the systematic classification of acute renal failure. Enumerate the common clinical factors known to cause acute tubular necrosis. Describe non dialysis treatment in an established acute renal failure.
- 3A. Give the management algorithm for duodenal ulcers. What are the treatment options for *Helicobacter pylori* eradication?
- 3B. Enumerate the clinical manifestations of liver disease. Write the management of esophageal variceal hemorrhage.
- 4A. Write the algorithm for the treatment of glycemic control in type 2 diabetes.
- 4B. Enumerate the DSM IV diagnostic criteria for premenstrual dysphoric disorder. Give an account of non-pharmacologic and pharmacologic management of PMDD.
- 5A. Discuss the aetiology, Pathophysiology, clinical manifestations and treatment of acute leukemia.
- 5B. Explain the various types of pharmacoeconomic evaluation models.



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011****SUBJECT: SALES AND ADVERTISEMENT MANAGEMENT (PMA 604)****(SPECIALIZATION: PHARMACEUTICAL MARKETING)**

Tuesday, May 31, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

Answer all the questions.

- 1A. Why sales forecasting is important? Discuss any four methods of sales forecasting.
- 1B. What are the objectives of compensation plan? Discuss various types of compensation plan.
(2+8)+(4+6) = 20 marks)
- 2A. Discuss the importance of sales budget in the corporate budgetary process.
- 2B. What is meant by detailing? Explain the process with reference to pharmaceutical industry.
(10+(4+6) = 20 marks)
- 3A. Write short notes on:
- Importance of advertising plan
 - Comparative advertising
- 3B. What is difference between informative and normative reference group influence? Which is likely to play a greater role in brand choice? Justify your answer with reasoning.
((5×2)+(5+5) = 20 marks)
- 4A. Explain the social, legal and regulatory factors of advertising.
- 4B. What is brand equity? Why brand personality associations are important?
(10+(4+6) = 20 marks)
- 5A. Discuss art of copywriting and explain important guidelines for copywriting.
- 5B. Write short notes on:
- Objectives of sales management
 - Importance of advertisement
- ((4+6)+(5×2) = 20 marks)



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011****SUBJECT: INTERNATIONAL MARKETING (PMA 605)****(SPECIALIZATION: PHARMACEUTICAL MARKETING)**

Thursday, June 02, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

1. How political, economical and cultural marketing environment influences international Marketing Decisions? Explain in detail.
(10 marks)
2. Explain the characteristics and assessment of Indian Foreign Trade Policy (2004-09).
(10 marks)
3. Explain the concept of "Competitive Advantage". As a Marketing Manager, how you would design the strategies of competitive advantage to overcome your competitor?
(10 marks)
4. Discuss in brief:
 - 4A. Product.
 - 4B. Product Positioning.(5+5 = 10 marks)
5. Write short note on:
 - 5A. Types of dumping.
 - 5B. Antidumping.(10 marks)
6. Write detail account on types of intermediaries in direct distribution channel.
(10 marks)
7. Discuss "Sales Promotion" in International Marketing.
(10 marks)
8. **Write short note on:**
 - 8A. Joint Venture as market entry strategy in International Market.
 - 8B. Licensing as market entry strategy in International Market.(5+5 = 10 marks)
9. Write detail account on export documentation.
(10 marks)
10. Discuss different terms of payment in international marketing.
(10 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011

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

(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)

Tuesday, May 31, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

1A. Enlist various components of Intellectual Property Rights. Explain in detail Trademarks and Copyrights with relevant examples.

1B. Explain in detail patent filing procedure in India.

((2+4+4)+10 = 20 marks)

2A. Schematically explain various stages of Patent Cooperation Treaty and discuss advantages of PCT.

2B. Discuss various ways by which a manufacturer can file for marketing of generic drugs. Emphasize on para IV filing.

(10+10 = 20 marks)

3A. What is patent infringement? What is direct, indirect and contributory infringement? Describe various criteria looked by patent office before granting of a patent. Discuss process and product patent.

3B. Explain with a flow chart the NDA review process.

((5+5)+10 = 20 marks)

4A. Enlist the Acts and Rules made to govern the manufacture, sale import, export and clinical research of Drugs and Cosmetics in India.

4B. What are the basic functions of Regulatory Affairs? Discuss in brief the objectives of British Institute of Regulatory Affairs.

4C. Enlist the steps involved in the Drug Discovery and Development Process. Elaborate on Phases of clinical trials.

4D. Classify and enlist the ICH Safety Guidelines.

(5+5+5+5 = 20 marks)

5A. Define the following terms as per ICH GCP:

i) Adverse Drug Reaction

ii) Clinical Trial/Study

5B. Compare and Contrast Pharmaceutical Policy 2002 and Draft policy 2006.

5C. Discuss Retrospective and Concurrent validation.

5D. Write short notes on Document Control.

(5+5+5+5 = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2011
SUBJECT: HUMAN RESOURCE DEVELOPMENT AND AUDITING (PMA 607)
(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)

Thursday, June 02, 2011

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

Answer all the questions.

- 1A. Explain in detail the process of Workforce Forecast.
1B. Discuss different Policy issues in pay planning and administration. (10+10 = 20 marks)
- 2A. Job analysis is a basic Human Resource Management Tool. Explain.
2B. Explain the steps involved in Training programme. (10+10 = 20 marks)
- 3A. Write short notes on:
i) Role of Yogic exercise in Stress management.
ii) Factors responsible for Stress.
3B. Write short note on:
i) Different Human Resource Development Audit, methodology and instruments.
ii) Different Human Resource Development strategies. ((5×2)+(5×2) = 20 marks)
- 4A. Discuss difference between Motivational factors and hygiene factors. Explain importance of hygiene factors in an organisation.
4B. Write short notes on:
i) Health hazards at workplace.
ii) Different health benefit programmes for employees. (10+(5×2) = 20 marks)
- 5A. Write short notes on:
i) Cost reduction and Speed strategy.
ii) Different incentive systems.
5B. Write short notes on:
i) Obstacles to Learning.
ii) Career planning. ((5×2)+(5×2) = 20 marks)

