

## MANIPAL UNIVERSITY

### M. PHARM. PART – I DEGREE EXAMINATION – MAY/JUNE 2012

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

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Thursday, May 24, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer all the questions.**

- 1A. Discuss Managerial Functions. Write a short note on Positive Attitude.  
 1B. Explain the approaches used for selecting an alternative. ((5+5)+10 = 20 marks)
- 2A. Define Communication and describe its process.  
 2B. Committed workforce is an integral part of any successful organization. Motivation is the key element to achieve this. As a manager, explain how you motivate your subordinates (Explain with two theories of motivation)? ((2+8)+10 = 20 marks)
- 3A. Define the six elements that are essential for designing the Organizing Structure. Discuss in detail Departmentalization.  
 3B. Enlist the components in the Conflict Process Model. (15+5 = 20 marks)
- 4A. With the organizational structure discuss Process focused organizations and Product focused organizations.  
 4B. Draw the network diagram and find out the critical path.
- | Activities | Predecessors | Time Duration in weeks |
|------------|--------------|------------------------|
| 1          | 2, 3, 4      | 1-2=6 weeks            |
| 2          | 5, 6         | 1-3=8 weeks            |
| 3, 4       | 7            | 1-4=5 weeks            |
| 5, 6, 7    | 8            | 2-5=15 weeks           |
|            |              | 4-7=9 weeks            |
|            |              | 3-7=13 weeks           |
|            |              | 2-6=17 weeks           |
|            |              | 5-8=9 weeks            |
|            |              | 6-8=7 weeks            |
|            |              | 7-8=12 weeks           |
- (10+10 = 20 marks)
- 5A. What is Quality Circle? Briefly explain the features of QC and also mention the aberrations that should be avoided while forming QC.  
 5B. What are the functions commonly found in an information system for a manufacturing company?  
 5C. What was the unique service Charles Berg had thought about providing the customers and how he succeeded in implementing the same? (10+5+5 = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Saturday, May 26, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**✍ Answer all the questions.**

- 1A. Write a brief note on Indian Pharmaceutical Industry.
- 1B. Discuss various factors that affect the buying behavior of a consumer.
- 1C. What is market targeting? Explain Targeting and different strategies adopted for targeting a customer.

(4+8+8 = 20 marks)

- 2A. With relevant examples, explain BCG matrix.
- 2B. Enlist the members present in pharmaceutical marketing distribution channel. Explain functions of Carrying and Forwarding (C&F) agent and a wholesaler in pharmaceutical distribution channel.

(8+12 = 20 marks)

- 3A. Describe communication process model. Explain various elements of pharmaceutical promotion mix.
- 3B. What is GAP analysis? How would you fill the gap? Add a note on SWOT analysis.

(12+8 = 20 marks)

- 4A. Define marketing planning. Discuss the content and nature of a marketing plan.
- 4B. Enlist and explain the competitive advantages for a pharmaceutical company to survive in fiercely competitive market.

(12+8 = 20 marks)

- 5A. Explain various strategies available to a company to venture into foreign market.
- 5B. Write about PhRMA guidelines for DTC advertising.
- 5C. Briefly write various about pricing strategies.

(8+8+4 = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012****SUBJECT: DISEASE MANAGEMENT (PMA 603)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Tuesday, May 29, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**Answer all questions. All questions carry TEN marks.**

- 1A. Describe the pathogenesis and treatment of AIDS.
- 1B. Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in Hypertension.
- 2A. Give the classification of malarial parasites causing human infections. Discuss the antimalarial agents available for treatment.
- 2B. Discuss the principles of individualized therapy with examples.
- 3A. What are the symptoms, examination, investigations and treatment of Benign prostatic hyperplasia?
- 3B. What are the symptoms, examination, investigations and treatment of gastro intestinal protozoa infections?
- 4A. What are the causes and clinical manifestations non dialysis treatment of chronic renal failure?
- 4B. Discuss the general guidelines for pediatric therapeutics. What precautions are to be considered in prescribing medicines during pregnancy and lactation?
- 5A. Describe the Pathophysiology and treatment algorithm for primary open angle glaucoma.
- 5B. Discuss the aetiology, Pathophysiology, clinical manifestations and treatment of Epilepsy.



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012****SUBJECT: SALES AND ADVERTISEMENT MANAGEMENT (PMA 604)****(SPECIALIZATION: PHARMACEUTICAL MARKETING)**

Thursday, May 31, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**Answer all the questions.**

- 1A. Explain quantitative and qualitative techniques of sales forecasting.
- 1B. Explain qualities of successful salesperson with reference to pharmaceutical profession.  
(10+10 = 20 marks)
- 2A. Explain importance of compensation plan. Discuss various types of compensation plan.
- 2B. Explain the procedure for setting up sales territories.  
((4+6)+10 = 20 marks)
- 3A. Write short notes on:
- Steps in developing effective communication process in Advertising plan
  - Ethical and regulatory aspects of Advertising
- 3B. The success of advertising depends very much upon the copy of advertisement. Explain.  
((5×2)+10 = 20 marks)
- 4A. Explain factors influencing the degree of group influence.
- 4B. Advertising media plays important role in marketing. Discuss various types of media with their merits and demerits.  
(10+10 = 20 marks)
- 5A. Explain brand equity. Discuss brand image and brand personality?
- 5B. Write short notes on:
- Difference between Selling and Marketing
  - History of Indian Advertising
- ((4+6)+(5×2) = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012****SUBJECT: INTERNATIONAL MARKETING (PMA 605)****(SPECIALIZATION: PHARMACEUTICAL MARKETING)**

Saturday, June 02, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

1. Discuss in brief:
  - 1A. Different stages of International Marketing.
  - 1B. Terms of Payment in International Marketing.

(5+5 = 10 marks)
2. How economical, technological and cultural marketing environment influences international Marketing Decisions? Explain in detail.

(10 marks)
3. **Write short note on:**
  - 3A. Composition of India's foreign trade.
  - 3B. Direction of India's foreign trade.

(5+5 = 10 marks)
4. Discuss the regulatory requirements for importing products in India.

(10 marks)
5. Discuss different competitive advantage approaches to overcome the competitor.

(10 marks)
6. Define "Brand". Discuss different brand elements with example.

(10 marks)
7. As a marketing manager, which factors you will consider for setting the price of product in International Market?

(10 marks)
8. Write detail account on types of intermediaries in indirect distribution channel.

(10 marks)
9. **Write short note on:**
  - 9A. Overseas Product Exhibitions.
  - 9B. The role of advertising in international marketing.

(5+5 = 10 marks)
10. **Write short note on:**
  - 10A. Manufacturing as market entry strategy in International Market.
  - 10B. Joint Venture as market entry strategy in International Market.

(10 marks)



## MANIPAL UNIVERSITY

## M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012

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

Thursday, May 31, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

- 1A. Write short notes on: i) Copyrights ii) Trade Secrets.  
1B. Describe various criteria looked by patent office before granting of a patent. Discuss process and product patent.  
1C. Discuss role of patent in drug discovery and development. (5+5+10 = 20 marks)
- 2A. 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.  
2B. Write a brief note on Infringement of Patents.  
2C. Discuss various ways by which a manufacturer can file for marketing of generic drugs. Emphasize on Para IV filing. (5+5+10 = 20 marks)
- 3A. Enlist various treaties governing IPR and discuss any two in detail. Explain about the activities of WIPO.  
3B. Enlist and briefly explain the Forms which are required to be submitted to get approval for New Drug in India. (10+10 = 20 marks)
- 4A. Briefly explain the history of legislations with regard to the medicinal products in Japan.  
4B. What are the basic functions of Regulatory Affairs? Discuss in brief the objectives of European Society of Regulatory Affairs.  
4C. Differentiate Drug Discovery and Drug Development.  
4D. What was the need for harmonization and how ICH was initiated? (5×4 = 20 marks)
- 5A. Define the following terms as per ICH GCP:  
i) Investigational Product  
ii) Protocol  
5B. Discuss any four critical aspects described in the Pharmaceutical Policy 2006.  
5C. Discuss Installations Qualification and Operational Qualification.  
5D. Write short notes on importance of documentation control while preparing regulatory documents. (5×4 = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2012****SUBJECT: HUMAN RESOURCE DEVELOPMENT AND AUDITING (PMA 607)****(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)**

Saturday, June 02, 2012

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**✍ Answer all the questions.**

1A. Explain the Indirect methods of Recruitment source.

1B. Give a detail account on determinants of Pay structure and level.

(10+10 = 20 marks)

2A. Explain the need for basic purposes of training.

2B. Explain the Strategic, Tactical and Workforce planning.

(10+10 = 20 marks)

3A. Explain the concept of Stress. What are the measures to manage Stress? Discuss in detail.

3B. Write detail account on Human Resource Development strategies, styles and culture.

(10+10 = 20 marks)

4A. Define motivation. "Presence of Hygiene factors means people will not be dissatisfied but they are not satisfied". Explain with suitable example.

4B. Enlist and discuss different Health benefit programmes for employees.

(10+10 = 20 marks)

5A. Write short notes on:

i) Obstacles to Training Programme.

ii) Human Resource Development Structures.

5B. Write short notes on:

i) Innovation and Quality-enhancement strategy.

ii) Management by objectives.

((5×2)+(5×2) = 20 marks)

