

MANIPAL UNIVERSITY

M. PHARM. PART – I DEGREE EXAMINATION – MAY/JUNE 2013

SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)

(SPECIALIZATION: PHARMACEUTICAL MARKETING/PHARMACEUTICAL ADMINISTRATION)

Friday, May 24, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

1A. Discuss in brief Bureaucratic Management. Add a note on management functions.

1B. Discuss briefly steps involved in decision making process.

1C. Write short notes on effective ways of managing time.

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

2A. Discuss the barriers to effective Communication. Write short notes on types of communication.

2B. Define Motivation. Discuss ERG Theory of Motivation.

((6+4)+(3+7) = 20 marks)

3A. Outline the salient features of a Grid organization and enlist its advantages and disadvantages. Add a note on virtual organization.

3B. Explain briefly Functional and Dysfunctional conflict with an example.

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

4A. Discuss Process focused system and Product focused system. Which phase of product life cycle you would place the following? Plasma Televisions, Black and white TV, Color TV, Type writers, Electronic type writers, digital diaries, mobile phones, pagers and videocassette players.

4B. Write short notes on CPM.

(15+5 = 20 marks)

5A. Discuss the salient features of Kai Zen.

5B. Describe the role of MIS.

5C. Write short notes on formalization.

(10+5+5 = 20 marks)



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING/PHARMACEUTICAL ADMINISTRATION)**

Monday, May 27, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions. All questions carry equal marks.**

- 1A. Give a brief account of global pharmaceutical industry.
- 1B. What are the reasons to study consumer behavior? Enlist seven O's to understand consumer buyer behavior. Explain whether a physician's decision to prescribe a particular brand of product is rational or emotional.
- 1C. Define Segmentation, Targeting and Positioning. Add a note on importance, limitations and levels of market segmentation.
- (4+8+8 = 20 marks)
- 2A. What are the basic elements of marketing mix? Explain difference between a product and a brand citing pharmaceutical examples. What is product mix?
- 2B. Elaborate on physical distribution as a part of marketing channels with specific emphasis on three major aspects of physical distribution.
- (8+12 = 20 marks)
- 3A. Explain thoroughly each element of promotion mix.
- 3B. What is Customer Relation Management? Explain.
- (12+8 = 20 marks)
- 4A. Define Planning. What are two types of planning? Explain concept of Formulating Marketing Strategy as a part of marketing planning.
- 4B. What should be effective action agenda for pharmaceutical companies to compete in post GATT era? Discuss.
- (12+8 = 20 marks)
- 5A. To venture into a foreign market, a company requires lot of groundwork to be done. What are the major decisions a company has to take before entering a foreign market?
- 5B. Write a note on IFPMA code of pharmaceutical marketing practices.
- 5C. Briefly write about pricing in pharmaceutical industry.
- (8+8+4 = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013

SUBJECT: DISEASE MANAGEMENT (PMA 603)

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Wednesday, May 29, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

- 1A. Discuss the Etiology, Pathophysiology, Clinical manifestations and treatment of COPD.
1B. Describe the pathophysiology and rational use of drugs for Malignant Malaria. (20 marks)
- 2A. What are the special considerations of drug treatment in special populations like pregnancy and pediatrics?
2B. Discuss the management and rational use of medicine in hypertension. (20 marks)
- 3A. Discuss the pathology and management of Acute Renal Failure.
3B. Discuss the algorithm approach to the management of Osteoarthritis. (20 marks)
- 4A. What are the salient features of Hypothyroidism and Hyperthyroidism? Add a note on rational therapy for both conditions.
4B. What are the therapeutic options available for management of BPH? (20 marks)
5. **Write short notes on:**
- 5A. IBD
5B. Management of constipation
5C. Diagnosis of Peptic Ulcer
5D. HRQoI
5E. Personalized medicine (4×5 = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013

SUBJECT: SALES AND ADVERTISEMENT MANAGEMENT (PMA 604)

(SPECIALIZATION: PHARMACEUTICAL MARKETING)

Friday, May 31, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

1A. Explain the procedure for setting up sales territories.

1B. Discuss the role of sales forecasting in marketing planning with limitations.

(10+10 = 20 marks)

2A. Explain Personal selling process.

2B. What is the difference between informative and normative reference group influence? Which is likely to play a greater role in brand choice?

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

3A. Write short notes on:

i) Regulatory aspects in advertising

ii) Importance of creative approaches in advertising

3B. Discuss the different kind of brand names and add a note on role of packaging in marketing.

((5×2)+(6+4) = 20 marks)

4A. Explain the steps involved in developing effective communication in advertising plan.

4B. Explain the guidelines for copywriting in advertisement.

(10+10 = 20 marks)

5A. Explain the internal and external sales department relations.

5B. Write Short notes on:

i) Sales management control

ii) Growth of Indian advertising

(10+(5×2) = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013

SUBJECT: INTERNATIONAL MARKETING (PMA 605)

(SPECIALIZATION: PHARMACEUTICAL MARKETING)

Monday, June 03, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

1. **Discuss in brief:**
 - 1A. Concept of International Marketing
 - 1B. Enlist documents required for exporting of goods

(5+5 = 10 marks)
2. Discuss different marketing environments, which influence International Business decisions.

(10 marks)
3. Discuss features of Indian Foreign Trade Policy (2009-14).

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

(10 marks)
5. Write detail account on, types of intermediaries in direct distribution channel.

(10 marks)
6. Discuss in detail “Product Positioning” in international market.

(10 marks)
7. What are different Pricing Strategies in International Business? Explain in detail.

(10 marks)
8. What are different modes of transportation in international marketing? Discuss in detail.

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

(5+5 =10 marks)
10. Explain different market entry strategies in international market.

(10 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013

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

(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)

Friday, May 31, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

☞ Answer ALL the questions.

1A. Define Patent Infringement. Discuss direct, indirect and contributory infringement.

1B. State whether following statements are true or false and if false, correct them.

- i) An innovator can get a world patent if filed through PCT.
- ii) India follows first to file patent system.
- iii) Patents are granted by Ministry of Chemicals and Fertilizers in India.
- iv) A trademark to be granted should be distinctive and non deceptive.
- v) Copyrights cannot be sold, transferred or assigned to other persons.

1C. Discuss in detail Data Exclusivity.

(5+5+10 = 20 marks)

2A. Write Short notes on:

- i) Patent Administration in India
- ii) Revocation of Patents

2B. Give a detailed account of Hatch Waxman Act with respect to generic drugs.

(5+5+10 = 20 marks)

3A. Explain importance of Patent Search. Discuss various types of Patent Search.

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 Europe.

4B. When European Society of Regulatory Affairs was established and what were its objectives?

4C. Discuss the steps involved in the Drug Discovery Process.

4D. Write short notes on initiation of ICH. Classify and enlist the safety guidelines.

(5×4 = 20 marks)

5A. Briefly mention the Historical development of GLP.

5B. Describe salient features of draft national pharmaceutical policy 2006.

5C. Define Validation. Discuss reasons of Validation.

5D. Give a brief account on importance of documentation.

(5×4 = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2013

SUBJECT: HUMAN RESOURCE DEVELOPMENT AND AUDITING (PMA 607)

(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)

Monday, June 03, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

- 1A. Explain the class room methods of training process.
- 1B. Write detail account on components and objectives of Organizational plans and Business plans.
(10+10 = 20 marks)
- 2A. Explain the various sources of Recruitment? Add a note on various essential features of selection policy.
- 2B. Define Job and Job Analysis. Explain the steps involved and uses of job analysis.
(5+5)+(2+8) = 20 marks)
- 3A. Write short notes on:
- Human Resource Development Structures
 - Human Resource Development Audit Methodology and Instruments
- 3B. Define Stress. What are different factors responsible for Stress? Discuss in detail.
(5×2)+10 = 20 marks)
- 4A. Define Motivation. Enlist different theories of Motivation. Discuss Maslow's theory of motivation with its limitations.
- 4B. Write short notes on:
- Organizational safety
 - Different health benefit programmes for employees
- (10+(5×2) = 20 marks)
- 5A. Write short notes on:
- Straight ranking method
 - Determinants of pay structure
- 5B. Write short notes on:
- Summative evaluation in training process
 - Explain the critical role of Human resource
- ((5×2)+(5×2) = 20 marks)

