

# MANIPAL UNIVERSITY

## M. PHARM. PART – I DEGREE EXAMINATION – MAY/JUNE 2014

**SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)**  
(SPECIALIZATION: PHARMACEUTICAL MARKETING/ PHARMACEUTICAL ADMINISTRATION)

Saturday, May 24, 2014

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions**

1A. Discuss in detail Administrative Management. Add a note on skills of Manager .

1B. Discuss in brief decision making models.

1C. Write short notes on Positive Attitude.

((7+3)+5+5 = 20 marks)

2A. Discuss various types of Communication. Explain the barriers to effective communication and the ways to overcome them.

2B. Define Motivation. Discuss any two theories in brief.

((4+6)+(2+8) = 20 marks)

3A. Discuss in brief Matrix Structure and add a note on its advantages and disadvantages. Discuss the concepts of Line and Staff in the context of an Organization.

3B. Define Conflict. Enlist Conflict Handling Intentions and discuss in brief any one.

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

4A. Discuss scope and functions of Operations Management.

4B. Discuss in brief Six Sigma.

(10+10 = 20 marks)

5. **Write short notes on:**

5A. Social Responsibilities of Manager

5B. Stages of Market Research Process

5C. Entrepreneurship Development

5D. Management Information Systems

(5 marks × 4 = 20 marks)



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2014****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING/PHARMACEUTICAL ADMINISTRATION)**

Monday, May 26, 2014

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**✍ Answer ALL questions.**

- 1A. Discuss all the steps involved in new product development process with suitable examples.
- 1B. Define segmentation, targeting and positioning. Discuss the purpose and process of market segmentation.

(10+10 = 20 marks)

- 2A. What is a distribution channel? Discuss different types of distribution channels with their advantages and disadvantages.
- 2B. What are the salient features of DPCO 2013. Discuss how present DPCO is different than the previous one.

(10+10 = 20 marks)

- 3A. Discuss personal selling as a main tool for pharmaceutical product promotion. Add a note on roles and responsibilities of Medical Representatives.

- 3B. What is situational analysis? Discuss the process of conducting situational analysis.

(10+10 = 20 marks)

- 4A. What are different sources of competitive intelligence? Discuss how competitive intelligence is important to have competitive advantage.

- 4B. How industrial marketing is different than consumer marketing? Write a note on vendor analysis and selection in industrial marketing.

(10+10 = 20 marks)

**5. Write short note on:**

- 5A. Current scenario of Indian pharmaceutical industry
- 5B. Public relation tools
- 5C. Customer education marketing
- 5D. Legal and ethical issues in pharmaceutical marketing

(5 marks × 4 = 20 marks)



## MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2014

SUBJECT: DISEASE MANAGEMENT (PMA 603)

(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)

Wednesday, May 28, 2014

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL questions.

- 1A. Describe the investigations and differential diagnosis and treatment for cardiac arrhythmias. Add a commentary on ADR of drugs used in cardiac arrhythmias.
- 1B. Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in Osteoarthritis. (10+10 = 20 marks)
- 2A. Give the management algorithm for duodenal ulcers. What are the treatment options for *Helicobacter pylori* eradication?
- 2B. Enumerate the DSM IV diagnostic criteria for Anxiety. Give an account of therapeutic and ADR management of Anxiety. (10+10 = 20 marks)
- 3A. Give the classification of hepatitis. Write the algorithm for the treatment of acute liver failure.
- 3B. Discuss risk factors, epidemiology, diagnosis and treatment options infectious hepatitis. (10+10 = 20 marks)
- 4A. Discuss the principles of personalized therapy with examples.
- 4B. What are the symptoms, examination, investigations and treatment of asymptomatic UTI in Male and Female? (10+10 = 20 marks)
- 5A. Discuss the general guidelines for Geriatric therapeutics. What precautions are to be considered in prescribing medicines elderly patients?
- 5B. Describe the Pathophysiology and treatment algorithm for primary closed angle glaucoma. (10+10 = 20 marks)



## MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2014

SUBJECT: SALES AND ADVERTISEMENT MANAGEMENT (PMA 604)  
(SPECIALIZATION: PHARMACEUTICAL MARKETING)

Friday, May 30, 2014

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

1A. Explain various methods of sales budget.

1B. Differentiate between the qualitative and quantitative techniques of sales forecasting.

(10+10 = 20 marks)

2A. Explain Personal selling process. What precautions a salesperson has to take at each level in order to achieve sales?

2B. Explain internal and external sales department relations.

(10+10 = 20 marks)

3A. Write short notes on:

i) Advertising Standards Council of India

ii) Creative approaches in advertising

3B. Discuss the elements of brand leadership.

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

4A. What are the steps involved in framing Integrated Marketing Communication?

4B. Explain the art of copywriting in advertisement.

(10+10 = 20 marks)

5A. How do groups influence consumers? Explain.

5B. Write short notes on:

i) Role of sales management in marketing

ii) Functions of advertising

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



**MANIPAL UNIVERSITY****M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2014****SUBJECT: INTERNATIONAL MARKETING (PMA 605)  
(SPECIALIZATION: PHARMACEUTICAL MARKETING)**

Monday, June 02, 2013

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

**1A. Write short note on:**

- i) Difference between International and Domestic Marketing
- ii) Export Documentation

1B. Explain political, social, cultural and technological factors in International Marketing Environments.

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

2A. Discuss in detail “Indian Foreign Trade Policy (2009-14)”.

2B. What are the regulatory requirements for importing of product in India? Explain.

(10+10 = 20 marks)

3A. Discuss in detail “Competitive advantage in national and international arena”.

3B. Discuss in detail, steps involved in New Product Development.

(10+10 = 20 marks)

4A. What are different global pricing strategies? Discuss in detail.

4B. Discuss determinants of distribution channel types in International Marketing.

(10+10 = 20 marks)

5A. Write detail account on “Global Media Consideration”.

5B. Explain entry and expansion models in International Market.

(10+10 = 20 marks)

