

Question Paper

Exam Date & Time: 27-Nov-2017 (02:00 PM - 05:00 PM)



MANIPAL UNIVERSITY

**MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS- NOVEMBER 2017
PROGRAM: MPHARM SEMESTER 1
DATE: 27/11/2017
TIME: 2:00PM - 5:00PM**

Principles and Practice of Business Management [PMA-MPD101T]

Marks: 50

Duration: 180 mins.

a

Answer all the questions.

- 1) Enlist Henri Fayol's principles of management. (5)
- 2) Discuss barriers to effective communication. (5)
- 3) What is organizational culture, and what are its common characteristics? (5)
- 4) Discuss in brief stages of conflict process. (5)
- 5) Enlist motivational theories and explain any one. (5)
- 6) What is the difference between Production and Productivity? Draw a flowchart depicting operations functions in organizations. (5)
- 7) Enlist basic concepts of TQM. What is PDCA cycle? (5)
- 8) What are the objectives and sources of recruitment? Add a note on steps in selection process. (5)

b

Answer the following with specific answers

- 9) Define Management. Enlist subfields of classical perspective. (2)
 - 9A) (2)
 - 9B) Give a brief account of Time management matrix. (2)
 - 9C) Enlist commandments of corporate social responsibility. (2)
 - 9D) What are the three types of market research? (2)
 - 9E) Enlist the entrepreneurial opportunities in pharma sector. (2)

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Question Paper

Exam Date & Time: 29-Nov-2017 (02:00 PM - 05:00 PM)



MANIPAL UNIVERSITY

**MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS - NOVEMBER 2017
PROGRAM: MPHARM SEMESTER 1
DATE: 29/11/2017
TIME: 2:00PM - 5:00PM**

Principles and Practice of Pharmaceutical Marketing [PMA-MPD102T]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Answer the following (5 marks x 8 = 40 marks)

- 1) What is Customer Relationship Management? Discuss how it is beneficial in effective pharmaceutical marketing? (5)
- 2) Discuss in detail about product portfolio management with its limitations. (5)
- 3) What is Brand Management? Discuss the role of Product managers in managing Pharmaceutical brands. (5)
- 4) What are the components of Promotional mix? Discuss why personal selling is important for Pharmaceutical products. (5)
- 5) Discuss the services provided by Wholesalers and Retailer in a pharmaceutical channel of distribution. (5)
- 6) What is Situational Analysis? Discuss the process of conducting Situational Analysis. (5)
- 7) How industrial marketing is different than consumer marketing process? Discuss. (5)
- 8) Discuss the current retail pharmaceutical marketing scenario in India. (5)

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) What are different types of needs which are considered in consumer behaviour analysis? (2)
 - A) (2)
 - B) What are the requirements of effective segments? (2)
 - C) Write different types of product positioning with examples (2)
 - D) What is push and pull strategy? (2)
 - E) Enlist sales promotional tools used in pharmaceutical marketing. (2)

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Question Paper

Exam Date & Time: 01-Dec-2017 (02:00 PM - 05:00 PM)



MANIPAL UNIVERSITY

**MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS - NOVEMBER 2017**

PROGRAM : MPHARM SEMESTER I

DATE : 01-12-2017

TIME : 2:00PM - 5:00PM

Regulatory Affairs [PMA-MPD103T]

Marks: 50

Duration: 180 mins.

Answer the following (5 marks x 8 = 40 marks)

- 1) Explain medicines regulatory functions. (5)
- 2) Write a brief note on global regulatory agencies and professional societies. (5)
- 3) Describe approval procedure to market a new drug in Europe. (5)
- 4) Explain steps involved in drug discovery and development process. (5)
- 5) Define and classify medical devices as per Indian regulatory system. (5)
- 6) Describe bioavailability and bioequivalence. Why BA and BE studies are often required? (5)
- 7) Define nutraceuticals and novel food. Add a note on categorization of cosmeceuticals in a few major markets. (5)
- 8) Explain required and additional elements of Informed consent. (5)

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) Enlist regulatory ICH parties. (2)
 - A)
 - B) What are the objectives of Good Laboratory Practice. (2)
 - C) Write a note on Drug Master File. (2)
 - D) Write in brief about post marketing surveillance. (2)
 - E) Write a note on Investigator brochure. (2)

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Question Paper

Exam Date & Time: 04-Dec-2017 (02:00 PM - 05:00 PM)



MANIPAL UNIVERSITY

**MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS - NOVEMBER 2017**

PROGRAM : MPHARM SEMESTER I

DATE : 04-12-2017

TIME : 2:00PM - 5:00PM

Intellectual Property Rights [PMA-MPD104T]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Answer the following (5 marks x 8 = 40 marks)

- 1) Explain Patent filing process in India. (5)
- 2) Describe various types of patent search. (5)
- 3) What is meant by Patent Revocation? Under what circumstances a patent can be revoked in India? (5)
- 4) Give a brief account of Budapest Treaty citing its purpose. (5)
- 5) Write a short note on broad and narrow patent claims. (5)
- 6) Discuss various types of licenses under licensing agreements. (5)
- 7) What is the purpose of Trademark? Write about collective and certificate marks. (5)
- 8) Write about direct, indirect and contributory infringement. (5)

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) What is data exclusivity? (2)
 - A) (2)
 - B) Provisional patent application and Complete specification. (2)
 - C) What are the objectives of Patent Cooperation Treaty? (2)
 - D) Can Patents be used as a business tool? Justify your answer. (2)
 - E) Write about criteria for patenting. (2)

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