

Exam Date & Time: 01-Dec-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.
Specialization: Pharmaceutical Administration
Date: 01-12-2018

Principles and Practice of Business Management [PMA-MPD101T]

Duration: 180 mins.

Marks: 75

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Discuss functions of management. Describe managerial roles and skills. (10)
- 2) Describe six elements which are essential for designing organizational structure. Add a note on Matrix Organization structure. (10)
- 3) Enlist theories of leadership and motivation. Explain any one theory from leadership and motivation. (10)
- 4) Discuss concept of production. Explain production methods. (10)
- 5) Discuss scope and objectives of Human Resource Management. Briefly discuss recruitment, training and performance appraisal. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Write short note on Time Management. (5)
- 7) Discuss in brief types of Communication. Add a note on barriers to effective communication. (5)
- 8) Define conflict. Discuss in brief various views of conflict. What is functional and dysfunctional conflict? (5)
- 9) What is Six Sigma? Discuss in brief DMAIC. Add a note on concept of kaizen. (5)
- 10) What is the difference between entrepreneur, enterprise and entrepreneurship? What are the characteristics of an entrepreneur? Enlist entrepreneurial opportunities for pharmacists. (5)

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Date: 03-Dec-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.

Specialization: Pharmaceutical Administration

Date: 03-12-2018

Principles and Practice of Pharmaceutical Marketing [PMA-MPD102T]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Explain the Consumer Behaviour Model and briefly discuss the factors influencing buying decision process. (10)
- 2) What are the steps involved in Industrial Marketing Process? Discuss them in detail (10)
- 3) Discuss all the steps involved in New Product Development Process with suitable examples. (10)
- 4) Discuss Porter's Five Force Model with its limitations. (10)
- 5) Define personal selling and explain in detail all the steps involved in personal selling process. Add a note on functions of medical representatives. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Discuss the basis of Market Segmentation with suitable examples (5)
- 7) Enumerate and discuss various pricing strategies adopted for pharmaceutical products. (5)
- 8) Discuss the opportunities and challenges in rural pharmaceutical marketing. (5)
- 9) With a neat labelled diagram discuss Ansoff's Matrix. (5)
- 10) Discuss the need of intermediaries in pharmaceutical distribution with regard to the services offered. (5)

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05-Dec-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.
Specialization: Pharmaceutics and Pharmaceutical Administration (PMA-MPD103T / PMA-MPH104T)
Date: 05-12-2018

Regulatory Affairs [PMA-MPD103T]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Explain role of WHO, WTO, WIPO and ICH. Add a note on drug regulations pertaining to US, EU, UK, Japan and India. (10)
- 2) Explain in brief drug approval process followed in US, EU and India. (10)
- 3) Explain in brief outsourcing of BA and BE to CRO. Add a note on objectives of Hatch-Waxman Act. (10)
- 4) Write in brief about modules of CTD and benefits of eCTD. Add a note on classification of medical devices as per Indian regulatory system. (10)
- 5) Write the composition of Institutional review board. Add short notes on required elements of informed consent. (10)

SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Explain principal medicines regulatory functions. (5)
- 7) Write in brief about GCP, GMP and GLP. (5)
- 8) Write a note on Investigator brochure. (5)
- 9) Add a note on categorization of cosmeceuticals in few major markets. (5)
- 10) Write a note on post marketing surveillance (5)

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