

Exam Date & Time: 25-Nov-2019 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

**Principles and Practice of Business Management [PMA-MPD101T]**

**Marks: 75**

**Duration: 180 mins.**

### SECTION - A

**Answer all the questions.**

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

- 1) Discuss in brief evolution of Management thought. Among three Decision making models, which one is considered to be most appropriate one and why? (10)
- 2) Discuss in brief six elements that are essential for designing organizational structure. According to you which is the most crucial element and why? (10)
- 3) Discuss in brief concept of production and different types production system. (10)
- 4) What is Performance Management? Discuss methods of appraising employee performance. Add a note on Compensation. (10)
- 5) a) Discuss communication Process. Which is the most critical element in communication process and why? (5 Marks)  
b) Differentiate Line from Staff functions. Which function is important according to you? (5Marks) (10)

### SECTION - B

**Answer all the questions.**

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

- 6) Discuss in brief transitions in Conflict thought. Add a note on Functional and Dysfunctional conflict. (5)
- 7) Enlist Leadership Theories. Describe any one theory. (5)
- 8) Write short notes on Kaizen. (5)
- 9) Discuss in brief Types of Market Research. (5)
- 10) Discuss a few entrepreneurial opportunities for pharmacists. Add a note on risks and challenges involved. (5)

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Time: 27-Nov-2019 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

**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) Discuss five forces suggested by Porter. Evaluate the current Pharmaceutical industry as per these five forces. (5+5) (10)
- 2) What is target marketing? Explain the process of pharmaceutical market segmentation and targeting. (2+8) (10)
- 3) With the help of a neat labelled diagram of BCG matrix propose suitable strategies which can be adopted by a pharmaceutical product manager. Write a note on limitations of BCG matrix. (7+3) (10)
- 4) "Personal selling is the main tool for promotion of pharmaceutical products". Justify this statement with the help of buyers' decision-making process. (10)
- 5) What are the factors influencing consumer behaviour? Discuss them with suitable examples from the pharmaceutical industry. (2+8) (10)

### SECTION - B

**Answer all the questions.**

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

- 6) Discuss the challenges and opportunities in rural pharmaceutical marketing. (5)
- 7) Compare and contrast between C & F agents and Stockists with reference to their services offered in pharmaceutical product distribution. (5)
- 8) How industrial marketing is different from marketing of pharmaceutical products for patients? (5)
- 9) Write a note on Competitive intelligence. (5)
- 10) Discuss the steps involved in GAP analysis. (5)

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Time: 29-Nov-2019 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

**Regulatory Affairs [PMA-MPD103T - S3]**

**Marks: 75**

**Duration: 180 mins.**

### SECTION - A

**Answer all the questions.**

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

- 1) Explain role and functions of global regulatory agencies of US, EU, UK, Japan, India and other professional societies. Add note on responsibilities of Regulatory professional in pharmaceutical industry. (6+4=10 marks) (10)
- 2) What is difference between NDA and ANDA? Explain in brief drug approval process followed in US, EU and India. (10)
- 3) Explain history and objectives of Hatch-Waxman Act. Add a note on considerations required in selection of a generic drug product for manufacture. (10)
- 4) Classify medical devices as per Indian regulatory system. Add a note on benefits of eCTD and composition of ICH (Steering Committee). (4+3+3=10 marks) (10)
- 5) Discuss significance of post marketing surveillance. Explain required and additional elements of Informed consent. (10)

### SECTION - B

**Answer all the questions.**

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

- 6) Define bioavailability and bioequivalence. Why BA and BE studies are required? Mention history of bioequivalence regulations. (5)
- 7) Describe steps involved in Drug Discovery and Development process. (5)
- 8) Mention the general considerations that should be included in Investigator's Brochure. (5)
- 9) Write short note on Master formula record and distribution records. (5)
- 10) Define nutraceuticals and novel food. Write a note on principal medicines regulatory functions. (5)

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Common  
M-PD & MIP

& Time: 02-Dec-2019 (02:00 PM - 05:00 PM)



# MANIPAL ACADEMY OF HIGHER EDUCATION

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

**Intellectual Property Rights [PMA-MPD104T - S2]**

**Duration: 180 mins.**

**Marks: 75**

## SECTION - A

**Answer all the questions.**

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

- 1) Explain Trademarks in detail with a few examples. Add a note on certificate and collective mark. (10)
- 2) Explain various steps involved in filing a patent application in India. (10)
- 3) Discuss in detail various models of technology transfer. (10)
- 4) Enlist advantages of using Patent Cooperation Treaty by business organizations. Enlist the steps involved in PCT application process.. (10)
- 5) Is patent or prior art search important? Justify your answer. Explain various types of patent search. (10)

## SECTION - B

**Answer all the questions.**

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

- 6) Differentiate provisional patent application and complete specification. (5)
- 7) Briefly describe patent administration in India. (5)
- 8) How is patent useful as a business tool? Briefly outline with one example. (5)
- 9) Write a brief note on exclusive, non-exclusive and sole license (5)
- 10) Describe conditions of issuing a compulsory license in India. (5)

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