

MANIPAL UNIVERSITY

**M. PHARM. PART – I/ M. Sc. PART – I (ADVANCED PHARMACEUTICAL STUDIES)
DEGREE EXAMINATION – MAY/JUNE 2010**

SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601)

**(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION/
INTELLECTUAL PROPERTY MANAGEMENT)**

Thursday, May 27, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

- 1A. Enlist Fayol's Principles. How do managerial skills differ in organizational hierarchy?
1B. Enlist any three programmed and nonprogrammed decisions from an organizational setup. Which decisions are made at top level and which ones at lower level?
1C. Mention the techniques available for effective utilization of time.
((6+4)+5+5 = 20 marks)
- 2A. Enlist and discuss important elements of communication process and explain the barriers to effective communication.
2B. Enlist various theories of motivation. Discuss Herzberg's two factor theory clearly differentiating between hygiene factors and motivational factors.
((5+5)+(3+7) = 20 marks)
- 3A. Outline the salient features of a Matrix organization and enlist its advantages and disadvantages. What is meant by SBU?
3B. Enlist advantages and disadvantages of a Conflict.
((10+5)+5 = 20 marks)
- 4A. What do you mean by productive systems? Taking an example of Burger, outline the problems of operations management and how they can be addressed.
4B. Write short notes on PERT.
(15+5 = 20 marks)
- 5A. Define Six Sigma. Write the DPMO and COPQ from the one sigma to six sigma. Give an account on six sigma team members.
5B. Define MIS and enlist the elements.
5C. Out of six elements which one you think is most important in determining/designing an organization structure. Give reason.
(10+5+5 = 20 marks)



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010****SUBJECT: PHARMACEUTICAL MARKETING (PMA 602)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Friday, May 28, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

✍ **Draw neat and labeled diagram wherever necessary.**

- 1A. Explain role of marketing for a pharmaceutical company.
- 1B. Segmentation in pharmaceutical industry can be done at two levels, doctor and patient. What are the bases for segmentation at these two levels? Add a note on Concentrated Marketing.
- 1C. What are the factors that motivate a doctor to prescribe a particular brand? Discuss. What variables are involved in prescribing process? Briefly outline the sources influencing prescribing behavior of physicians.

(4+8+8 = 20 marks)

- 2A. Write a detail note on new product adoption process. Diagrammatically explain how new product adoption process is related to Product Life Cycle.
- 2B. Who are the members of pharmaceutical distribution channel? Describe role of each member in detail.

(8+12 = 20 marks)

- 3A. What is push and pull strategy in promotion? Discuss various methods used for deciding on promotional budget. Enlist ideal qualities of a pharmaceutical salesman.
- 3B. Describe SWOT analysis of Indian pharmaceutical Industry. Add a note on GAP analysis.

(12+8 = 20 marks)

- 4A. Explain benefits of marketing planning. Discuss situational analysis as an integral part of pharmaceutical marketing planning.
- 4B. Discuss various competitive advantages for a pharmaceutical company to survive in fiercely competitive market.

(12+8 = 20 marks)

- 5A. Explain various ways by which a company can enter international market.
- 5B. Write a note on scenario of pharmaceutical advertising in India. How pharmaceutical advertising in India is regulated?
- 5C. Briefly outline various bases of pricing.

(8+8+4 = 20 marks)



MANIPAL UNIVERSITY**M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010****SUBJECT: DISEASE MANAGEMENT (PMA 603)****(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)**

Saturday, May 29, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions. All questions carry TEN marks.**

- 1A. What are the general principles of clinical assessment, treatment goals of solid tumors? Discuss the advantages of targeted therapies of solid tumors.
- 1B. Describe the Pathophysiology, diagnosis and drug therapy and critical analysis of AIDS.
- 2A. What are etiological and clinical features of Schizophrenia? Describe the investigations and differential diagnosis and treatments for Schizophrenia. Add a commentary on adverse drug effects of drugs in Schizophrenia.
- 2B. Give the management algorithm for Asthma. What are the treatment options for drug induced lung disease?
- 3A. Discuss the general guidelines for geriatrics therapeutics. What is the treatment recommended for drug-induced hepatitis?
- 3B. Enumerate the DSM IV diagnostic criteria for Affective disorders. Give an account of therapeutic and ADR management of depression.
- 4A. What are the symptoms, examination, investigations and treatment of cardiac arrhythmias?
- 4B. Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in malaria.
- 5A. Explain the various types of pharmacoeconomic evaluation models.
- 5B. What are the symptoms, examination, investigations and treatment of hypothyroidism?



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010

SUBJECT: SALES AND ADVERTISEMENT MANAGEMENT (PMA 604)

(SPECIALIZATION: PHARMACEUTICAL MARKETING)

Monday, May 31, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ **Answer ALL questions.**

- 1A. Enlist different methods of sales forecasting. Discuss any four methods in detail.
- 1B. What is sales budget? Explain the budgetary procedure followed by companies.
(2+8)+(4+6) = 20 marks)
- 2A. Distinguish brand, trademark and brand personality. What factors are taken into consideration while selecting an effective brand name? Discuss.
- 2B. Explain the factors which affect the degree of group influence.
((4+6)+10 = 20 marks)
- 3A. Write short notes on:
i) Advertising budgeting
ii) Advertising plan
- 3B. Explain why refutational advertising works and discuss situations in which it would be more or less effective.
(5×2)+10 = 20 marks)
- 4A. What are the qualities of a good advertisement copy? Explain in detail.
- 4B. Discuss the qualities of a successful salesman.
(10+10 = 20 marks)
- 5A. Explain the various methods of remuneration to sales force.
- 5B. Write short notes on:
i) Objectives of sales management
ii) Functions of advertising
(10+(5×2) = 20 marks)



MANIPAL UNIVERSITY

M. PHARM. PART-I DEGREE EXAMINATION – MAY/JUNE 2010

SUBJECT: INTERNATIONAL MARKETING (PMA 605)

(SPECIALIZATION: PHARMACEUTICAL MARKETING)

Tuesday, June 01, 2010

Time: 10:00 – 13:00 Hrs.

Max. Marks: 100

✍ Answer ALL questions.

1. Discuss in brief:
 - 1A. Benefits of international marketing
 - 1B. Export Documentation

(5+5 = 10 marks)
2. Discuss Economic, Political and Technological marketing environments which influence International Marketing decisions.

(10 marks)
3. Explain Indian Foreign Trade Policy (2009-14).

(10 marks)
4. Discuss in detail “Import Regulations and Procedures”.

(10 marks)
5. Explain different competitive factors to be considered before launching a product in International Market.

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

(10 marks)
7. What are different Global Pricing Objectives? 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. Promotional strategies in international marketing.
 - 9B. Terms of Payment in international marketing.

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

(10 marks)

