MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION – MAY 2015

SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601T)
(SPECIALIZATION: PHARMACEUTICAL MARKETING/ PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)

Monday, May 18, 2015

Time: 10:00 – 13:00 Hrs.   Max. Marks: 100

✍ **Answer ALL the questions**

1. Discuss in brief functions of management.

(10 marks)

2. Discuss the barriers to effective communication. Write short notes on how to overcome the barriers.

(5+5 = 10 marks)

3. Enlist the six elements that are essential for designing the organizing structure. Discuss any two in detail.

(4+6 = 10 marks)

4. Differentiate between trait and behavioural theories? Are the theories valid?

(7+3 = 10 marks)

5. Draw the network diagram and find out critical path for the following:

Activity	Preceding activity	Time in months
Start	-	0
D	Start	4
A	Start	6
F	D, A	7
E	D	8
G	F, E	5
B	F	5
H	G	7
C	H	8
End	C, B	0

(10 marks)

6. What are Quality circles? Discuss features and benefits of Quality Circles.

(4+6 = 10 marks)

7. Discuss decision making under various circumstances.

(10 marks)

8. Enlist and explain in brief various methods of performance appraisal.

(10 marks)

9. **Write Short Notes:**
9A. Marketing research process
9B. Need for entrepreneurship

(5 marks × 2 = 10 marks)

10. **Write briefly on the following**
10A. Goal Setting
10B. Social Responsibilities of a manager

(5 marks × 2 = 10 marks)

MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION – MAY 2015

SUBJECT: PRINCIPLES OF PHARMACEUTICAL MARKETING (PMA 602T)
(SPECIALIZATION: PHARMACEUTICAL MARKETING/PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)

Wednesday, May 20, 2015

Time: 10:00 – 13:00 Hrs.   Max. Marks: 100

✍ **Answer ALL questions.**

1. Enumerate and discuss various pricing strategies adopted for pharmaceutical products.

(10 marks)

2. Define and discuss various methods for targeting and positioning of pharmaceutical product in a market.

(5+5 = 10 marks)

3. Discuss the services provided by wholesales and retailer both below and above their channel position.

(5+5 = 10 marks)

4. What are different stages of product life cycle? Discuss different strategies adopted by pharmaceutical companies at different stages of product life cycle.

(4+6 = 10 marks)

5. Discuss various forms of promotional activities.

(10 marks)

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

(4+6 = 10 marks)

7. Discuss marketing planning process for a pharmaceutical business.

(10 marks)

8   With a schematic diagram explain the marketing communication process. Add a note on barriers to effective communication.

(6+4 = 10 marks)

9. **Write Short Notes:**
9A. Objectives of sales promotion
9B. Affordable and Percentage-of-sales method of promotional budget

(5 marks × 2 = 10 marks)

10. **Write briefly on the following**

10A. IFPMA code of pharmaceutical marketing practices
10B. Industrial marketing process

(5 marks × 2 =10 marks)

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FIRST YEAR M. PHARM. DEGREE EXAMINATION – MAY 2015

SUBJECT: DISEASE MANAGEMENT (PMA 603T)
(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)

Friday, May 22, 2015

Time: 10:00 – 13:00 Hrs.   Max. Marks: 100

✍   Answer ALL questions.

1.   Discuss the pathology and therapeutics of amoebiasis and giardiasis.

(10 marks)

2.   Explain the factors that determine the susceptibility and resistance of microorganisms to antibacterial.

(10 marks)

3.   Describe the mechanisms of Epilepsy with mechanism of anti epileptic drugs. Write a commentary on adverse drug reactions of antiepileptic drugs.

(10 marks)

4.   Discuss the clinical uses anticoagulants, anti-platelet drugs and antifibrinolytic drugs.

(10 marks)

5.   Explain the pathology of Angina pectoris and mention clinical application of antianginal drugs.

(10 marks)

6.   Describe the pathogenesis of IBD and target sited for therapeutic interventions.

(10 marks)

7.   Enumerate the DSM IV diagnostic criteria for premenstrual dysphoric disorder. Give an account of non-pharmacologic and pharmacologic management of PMDD.

(10 marks)

8.   What are the signs and symptoms and treatment of Parkinson syndrome?

(10 marks)

9A. Explain the various types of pharmacoeconomic evaluation models.
9B. Discuss the pathology of Malignant malaria.

(5+5 = 10 marks)

10A. Write a note on BPH treatment.
10B. What is the importance of Randomised Clinical Trails in EBM?

(5+5 = 10 marks)

MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION – JULY 2015

SUBJECT: DISEASE MANAGEMENT (PMA 603T)
(SPECIALIZATION: PHARMACEUTICAL MARKETING / PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)

Friday, July 24, 2015

Time: 10:00 – 13:00 Hrs.   Max. Marks: 100

✍ **Answer ALL questions.**

1. Describe the Pathophysiology, drug therapy and critical analysis of rational use of drugs in coronary heart disease.

(10 marks)

2. Discuss the Pathophysiology, drug therapy and critical analysis of rational use of drugs in Osteoarthritis.

(10 marks)

3. Give the pathogenesis and management algorithm for Asthma.

(10 marks)

4. Explain the various drugs and side effects of drugs used in management of nausea and vomiting.

(10 marks)

5. What are the symptoms, examination, investigations and treatment of Atherosclerosis?

(10 marks)

6. Discuss the general guidelines for pediatric therapeutics. What precautions are to be considered in prescribing medicines during pregnancy and lactation?

(10 marks)

7. Describe the Aetiology, Pathophysiology, clinical manifestations and therapy of infective meningitis.

(10 marks)

8. What are the symptoms, examination, investigations and treatment of Benign prostatic hyperplasia?

(10 marks)

9A. Describe the Pathophysiology Rheumatoid Arthritis.
9B. Give the management algorithm for Peptic ulcers.

(5+5 = 10 marks)

10A. Give the guidelines for pediatric patients drug treatment.
10B. Discuss the principles of health economics.

(5+5 = 10 marks)

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