



MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION - JULY 2017
SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601T)
(PHARM. ADMINISTRATION)
Monday, July 17, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the questions:

- 1) Discuss in brief Management Principles put forwarded by Henry Fayol. (10)
- 2) Define Communication and discuss in detail barriers to Effective Communication. (10)
- 3) Enlist and discuss in brief the six elements that are essential for designing the Organizing Structure. (10)
(2+8 = 10 marks)
- 4) Define Motivation. Discuss any two theories of Motivation. (10)
(2+8 = 10 marks)
- 5) Discuss in detail Production Methods. (10)
- 6) Define Quality and Total Quality Management. Describe the general features and principles of TQM. (10)
(5+5 = 10 marks)
- 7) Describe Management by Objectives. (10)
- 8) Classify Marketing Research and add a note on need for Entrepreneurship. (10)
(5+5 = 10 marks)

Write short notes:

- 9A) Need for Human Resource Planning. (5)
- 9B) Sources of Recruitment. (5)

Write briefly on the following:

- 10A) Stress Management. (5)
- 10B) Social Responsibilities of a Manager. (5)



MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION - JULY 2017
SUBJECT: PRINCIPLES OF PHARMACEUTICAL MARKETING (PMA 602T)
(SPECIALIZATION: PHARM. ADMINISTRATION)
Wednesday, July 19, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the question:

- 1) What is Consumer Behaviour in Pharmaceutical Marketing? Discuss the factors which influence the prescribing pattern of a physician. (10)
- 2) What are the basis of Product Differentiation and Positioning in Pharmaceutical Industry? Discuss with examples. (10)
(4+6 = 10 marks)
- 3) What is Brand Management? Discuss the role of Product Managers in managing Pharmaceutical Brands. (10)
(2+8 = 10 marks)
- 4) What are the components of Promotional Mix? Discuss why personal selling is important for Pharmaceutical Products. (10)
(4+6 = 10 marks)
- 5) Discuss the services provided by Wholesaler and Retailer both below and above their channel position. (10)
(5+5 = 10 marks)
- 6) What is Situational Analysis? Discuss the process of conducting Situational Analysis. (10)
(2+8 = 10 marks)
- 7) What are different Sales Promotion Tools? Discuss their advantages and disadvantages. (10)
- 8) What are the steps involved in Consumer Buying Decision Process? Explain how different Promotional Tools influence them. (10)
(4+6 = 10 marks)

9. Write short notes:

- 9A) Customer Relationship Management. (5)
- 9B) Sales and Marketing are two sides of same coin. (5)

10. Write Briefly on the following:

- 10A) Setting and Evaluating promotional budget. (5)
- 10B) Scope and advantages of retail planning process. (5)



MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION - JULY 2017
SUBJECT: DISEASE MANAGEMENT (PMA 603T)
(SPECIALIZATION: PHARM. ADMINISTRATION)
(2014 REGULATION)
Friday, July 21, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the questions.

- 1) Explain the pathophysiology and management of congestive heart failure. (10)
- 2) Describe the drugs used in the treatment of leukaemia. (10)
- 3) Discuss the causes of parkinsonism. Elaborate on its management. (10)
- 4) Discuss the pathophysiology and management of gout. (10)
- 5) With a neat, labelled diagram, explain the life cycle of malarial parasite. Explain the treatment for malaria. (10)
- 6) Explain the clinical manifestations of acute renal failure. Discuss its management. (10)
- 7) List the types of inflammatory bowel diseases. Describe the therapeutic approaches for treating IBD. (10)
- 8) Enumerate the signs and symptoms of tuberculosis. Explain its treatment. (10)

9. Write short notes:

- 9A) Pharmacoepidemiology. (5)
- 9B) Menstrual cycle disorders. (5)

10. Write briefly on the following:

- 10A) Management of emesis. (5)
- 10B) Geriatric therapy. (5)