



MANIPAL UNIVERSITY

FIRST YEAR M. PHARM. DEGREE EXAMINATION - MAY 2017
SUBJECT: PRINCIPLES AND PRACTICE OF MANAGEMENT (PMA 601T)
(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)
Thursday, May 18, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the questions.

- 1) Discuss steps involved in Decision Making. Write a brief note on types of decision making in an organisation. (10)
- 2) Discuss the important Elements of Communication Process. Add a note on importance of listening. (10)
- 3) Discuss the barriers to Effective Delegation. Add a note on guidelines to Effective Delegation. (10)
(5+5 = 10 marks)
- 4) Discuss Managerial Grid theory. Add a note on various styles of Leadership. (10)
- 5) Discuss in brief PERT and CPM. (10)
(5+5 = 10 marks)
- 6) Discuss the concept of Six Sigma. (10)
- 7) Discuss in brief Evolution of Management thought. (10)
- 8) What is the basic need of Training? Why Training is often neglected? (10)
(5+5 = 10 marks)

Write short notes:

- 9A) Marketing research process. (5)
- 9B) Skills required for successful entrepreneurs. (5)

Write briefly on the following:

- 10A) Self-esteem. (5)
- 10B) Concept of Ethics in Business. (5)



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FIRST YEAR M. PHARM. DEGREE EXAMINATION - MAY 2017
SUBJECT: PRINCIPLES OF PHARMACEUTICAL MARKETING (PMA 602T)
(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)
Saturday, May 20, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the questions.

- 1) Enumerate and discuss various pricing strategies adopted for Pharmaceutical Products. (10)
- 2) Define and discuss various methods for Targeting and Positioning of Pharmaceutical Product. (10)
(5+5 = 10 marks)
- 3) Discuss the services provided by Wholesales and Retailer both below and above their channel position. (10)
(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. (10)
(4+6 = 10 marks)
- 5) Enumerate different Sales Promotion Tools. Discuss their advantages and disadvantages. (10)
(2+8 = 10 marks)
- 6) How Industrial Marketing is different than Consumer Marketing? Write a note on vendor analysis and selection in Industrial Marketing. (10)
(4+6 = 10 marks)
- 7) Discuss Marketing Planning Process for a Pharmaceutical Business. (10)
- 8) With a schematic diagram explain the Marketing Communication Process. Add a note on barriers to effective communication. (10)
(6+4 = 10 marks)

Write short notes:

- 9A) Current Scenario of Indian Pharmaceutical Industry. (5)
- 9B) Legal and Ethical issues in Pharmaceutical Marketing. (5)

Write Briefly on the following:

- 10A) Public relation tools. (5)
- 10B) Customer Education Marketing. (5)



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FIRST YEAR M. PHARM. DEGREE EXAMINATION - MAY 2017
SUBJECT: DISEASE MANAGEMENT (PMA 603T)
(SPECIALIZATION: PHARMACEUTICAL ADMINISTRATION)
(2014 REGULATION)
Tuesday, May 23, 2017 (10.00 - 13.00 Hrs.)

Marks: 100

Duration: 180 mins.

Answer ALL the questions.

- 1) Discuss the pathophysiology and management of cardiac arrhythmias. (10)
- 2) Explain the treatment for chronic obstructive pulmonary disease. (10)
- 3) Discuss the drugs used for pain management. (10)
- 4) Describe the types of diabetes mellitus. Outline the various approaches to manage it. (10)
- 5) Explain the etiology and management of urinary tract infections. (10)
- 6) Explain the clinical manifestations of chronic kidney failure. Discuss its management. (10)
- 7) List the types of lymphomas and their treatment. (10)
- 8) Discuss the causes and management of dyslipidaemia. (10)

Write short notes:

- 9A) Personalized therapy and outcomes research. (5)
- 9B) Drugs in pregnancy and lactation. (5)

Write briefly on the following:

- 10A) Management of diarrhoea. (5)
- 10B) Osteoporosis. (5)