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Roll No

MPY-202(PMRA)

M.Pharmacy II Semester Examination, June 2020

Pharmaceutical Management - II (Production, Project And Marketing)

Time : Three Hours

Maximum Marks: 70

- Note:** i) Attempt any five questions in all.
ii) All questions carry equal marks.

1. a) Discuss basic fundamentals of production management.
b) Enumerate the goals of pharmaceutical quality management system.
2. a) Give brief introduction of various inventory management techniques.
b) What is quality control? Discuss quality control techniques.
3. What are design criteria for large scale pharmaceutical manufacturing unit for sterile and non-sterile products?
4. a) How does an efficient layout give strategic advantage to operation management?
b) Write different types of layout in detail.
5. Write short notes on:
 - a) Warehousing
 - b) Industrial maintenance and sanitation
6. Briefly explain:
 - a) 7Ps
 - b) Marketing concepts
7. Discuss the significance of pharmaceutical marketing in today's world. Also explain the importance of corporate planning and strategy.
8. a) Discuss the process of pharmaceutical marketing Research.
b) Discuss various methods of sales forecasting.
