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Roll No

MPY-PCM(D)

M.Pharmacy III Semester Examination, June 2020

Product Policy Management, Supply Chain Management and Distribution Management (Elective)

Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.

ii) All questions carry equal marks.

1. a) What do you understand by Product management. Write the basic steps involved in pharmaceutical product development. 8
b) Discuss the basic and significance of relation between competition, marketing and product management. 6
2. Describe supply chain management with their key issues. Discuss the role of distribution in pharmaceutical marketing. 14
3. Write down the importance and various techniques of material management. Discuss the importance of codification in material management. 14
4. Write down the dynamics and various strategies of supply chain. Discuss the importance of demand forecasting in supply chain process. 14
5. a) Discuss the significance and major challenges of logistics in pharmaceutical industry. 8
b) What are the various differences between vertical and horizontal marketing system. 6
6. a) Describe the concept of physical distribution with its function and importance. 7
b) Write down the significance and importance of warehousing and transportation in pharmaceutical marketing. 7
7. What are the major differences between wholesaler and retailer? Discuss various wholesaler and retailer marketing decision which effects to the sale of product. 14
8. a) Explain the utility of information technology in supply chain management system with major advancements. 7
b) Give a detail note on the role of internet as a medium for order processing and information. 7
