



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
PHARMACY 5TH PROFESSIONAL ANNUAL EXAMINATIONS 2024
Pharmacy Practice-VII (Forensic Pharmacy)

Roll No: _____

Sign: _____

Section-A

Note Please:

1. This is Section A. You have to return this sheet to the examiner within **30** minutes.
2. Copying, cutting, talking is strictly prohibited, and lead to the cancellation of your paper.

Time Allowed: 30 Minutes

Maximum Marks: 40

I. Select the most appropriate statements.

(30)

- i. Appellate board means the board constituted under the authority of
a) Section 3 b) Section 5 c) Section 8 d) Non
- ii. A drug which is not labelled in a prescribed manner is called
a) Counterfeit drug b) Spurious drug c) Misbranded drug d) substandard drug
- iii. The registration board shall conduct an inquiry, cancel or suspend the registration as described under
a) Subsection 5 b) Subsection 7 c) Subsection 9 d) Subsection 11
- iv. All of the following sections are described in chapter-III of drug Act. except.
a) section-24 b) section-25 c) section-26 d) section-27
- v. Section 23 (1)(i) of the drugs act is about
a) Drug import b) drug export c) warranty d) Non
- vi. Council means pharmacy council established under
a) section-2 b) section-3 c) section-5 d) section-8
- vii. Pharmacist means a person who is registered in register A under
a) section-13 b) section-19 c) section-21 d) Non
- viii. The officer if any appointed under clause (a) of subsection (1) of section 5 of pharmacy act to be
a) Secretary b) general secretary c) President d) Ex-officio
- ix. Section 17 of the pharmacy Act 1967 is about
a) Annual reports b) Finances c) Inspectors d) non
- x. Section 7 of poison act 1919 is about
a) Presumption b) search warrants c) Rules d) Savings
- xi. a person who has completed his seventeenth year, is called
a) Adolescent b) Adult c) Child d) Both a & b
- xii. A process that may cause variation in the quality of a product is called
a) Quality assurance b) Quality control c) Critical process d) Non
- xiii. Imprisonment under section 9 of CNSA 1997 may extend to 7 years if quantity of narcotic substance
a) 100g b) less than 100g c) more than 100g d) Both a & b
- xiv. All of the following are opium derivatives except
a) Medicinal opium b) morphine c) cocaine d) Codeine
- xv. The plant of any species of the genus Erythroxyton is known as
a) Hemp b) Coca bush c) Cannabis d) Both a & c

II. Mark the statement true or false.

(10)

- i. The provisions of drugs Act 1976 are in derogation of dangerous drug Act 1930.
- ii. The drugs Act 1976 is not repugnant to Sharia & law.
- iii. Penalty for subsequent offence under section 28 is 3-10 years.
- iv. A draft of proposed law before the parliament is called ordinance.
- v. sGovt. of Pakistan certificate of drug registration is issued on form-6.
- vi. Application for registration of a drug for local manufacture is submitted on form-5.
- vii. Section 28 of pharmacy Act. 1967 is about revocation of certificates.
- viii. Cocaine having the chemical formula $C_{17}H_{20}NO_4$.
- ix. Diamorphine is the principal alkaloid of opium.
- x. Associate means a trustee of any trust created by an accused.



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
PHARMACY 5TH PROFESSIONAL SUPPLEMENTARY EXAMINATIONS 2024
Pharmaceutics IV (Industrial Pharmacy)

Section-B

Time Allowed: 2:30 Minutes

Maximum Marks: 60

Note: Attempt any three questions out of five. Each question carries equal (20) marks.

- III. a) Write down detail note on reports of govt analysts (20)
b) Drug courts as given under section 31 of drugs Act 1976
- IV. a) Write detail note on procedure of central licensing board (20)
b) Central licensing board
- V. a) Write down detail note on opium and opium derivative (CNSA-1997) (20)
b) Punishment for contravention of sections 6,7 and 8 (CNSA-1997)
- VI. a) The powers of inspectors Drugs act 1976.
b) Procedure for inspectors
- VII. Write notes on any four of the “five” from the following, each carry equal mark. (20)
a) Spurious drug
b) Cognizance of offences
c) Composition of provincial council
d) Preparation and maintenance of registers
e) Forensic pharmacy



PHARMACY PRACTICE-VI (CLINICAL PHARMACY-II)
5th PROFESSIONAL PHARM-D ANNUAL EXAMINATION 2024

Paper-I (Pharmacy Practice-VI (Advanced Clinical Pharmacy-II))

Section-A

Roll No: _____

Sign: _____

Note Please:

1. This is Section A. You have to return this sheet to the examiner within **30** minutes.
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Time Allowed: 30 Minutes

Maximum Marks: 40

I. Select the most appropriate statements

(30 Marks)

- i. Which is NOT a factor contributing to irrational drug use?**
 - a. Evidence-based guidelines
 - b. Misleading promotional activities by pharmaceutical companies
 - c. Polypharmacy
 - d. Lack of proper diagnosis
- ii. Which method is commonly used to study drug use patterns in a healthcare setting?**
 - a. Marketing analysis
 - b. Clinical trials
 - c. Patient feedback forms
 - d. Prescription auditing
- iii. The most commonly used indicator of drug use is:**
 - a. Cost of therapy
 - b. Patient satisfaction
 - c. Number of drugs prescribed per patient
 - d. Number of follow-up visits required
- iv. The concept of "essential drugs" plays a crucial role in rational prescribing. What is the primary criterion for a drug to be included in a national essential drugs list?**
 - a. The cost of the drug
 - b. The drug's clinical efficacy and safety
 - c. The popularity of the drug among prescribers
 - d. The ease of production and availability
- v. Which is the most effective approach to reducing irrational use of antibiotics in hospitals?**
 - a. Restricting antibiotic availability
 - b. Establishing an antimicrobial stewardship program
 - c. Monitoring antibiotic sales in the pharmacy
 - d. Encouraging patients to use over-the-counter antibiotics
- vi. Which of the following best describes the principle behind the Essential Drugs List (EDL)?**
 - a. Selection based on the most advanced pharmacological innovations
 - b. Drugs selected to cover all possible diseases in a country
 - c. Drugs chosen for their public health relevance, proven efficacy, and safety, as well as cost-effectiveness
 - d. Medications selected based on their commercial success and market availability
- vii. Which of the following best describes the principle behind the Essential Drugs List (EDL)?**
 - a. Selection based on the most advanced pharmacological innovations
 - b. Drugs selected to cover all possible diseases in a country
 - c. Drugs chosen for their public health relevance, proven efficacy, and safety, as well as cost-effectiveness
 - d. Medications selected based on their commercial success and market availability
- viii. Which of the following best describes the principle behind the Essential Drugs List (EDL)?**
 - a. Selection based on the most advanced pharmacological innovations
 - b. Drugs selected to cover all possible diseases in a country
 - c. Drugs chosen for their public health relevance, proven efficacy, and safety, as well as cost-effectiveness
 - d. Medications are selected based on their commercial success and market availability.
- ix. In Drug Utilization Review (DUR), why is it especially critical to monitor drugs with a low therapeutic index such as vancomycin?**
 - a. These drugs are often ineffective at low doses.
 - b. A slight increase in dose can lead to toxicity, while a slight decrease can lead to subtherapeutic effects.
 - c. These drugs are inexpensive and widely available.
 - d. Low therapeutic index drugs have predictable pharmacokinetics.

P.T.O.....

- x. **In Drug Utilization Evaluation (DUE) for steroid therapy, which of the following is a key monitoring parameter to minimize side effects?**
- Bone mineral density in long-term users to assess osteoporosis risk
 - Cardiac function monitoring in all patients
 - Renal function monitoring at the start of treatment
 - Drug plasma levels to maintain therapeutic ranges
- xi. **Which factor is most critical when interpreting the serum concentration of digoxin during Therapeutic Drug Monitoring (TDM)?**
- Age of the patient
 - Renal function, as digoxin is primarily excreted unchanged by the kidneys
 - Route of administration (oral or intravenous)
 - Concurrent use of beta-blockers
- xii. **Why is TDM for theophylline particularly challenging in patients with concurrent illness?**
- Theophylline is stable in all metabolic conditions
 - Theophylline has minimal drug interactions
 - Theophylline has a high therapeutic index, requiring less frequent monitoring
 - Theophylline has non-linear pharmacokinetics and its metabolism can be significantly affected by liver disease or infections like pneumonia
- xiii. **What is the most serious risk of using gentamicin in patients with renal impairment without appropriate TDM?**
- Subtherapeutic levels leading to inadequate bacterial coverage
 - Ototoxicity and nephrotoxicity due to accumulation of the drug
 - Decreased liver function due to hepatotoxicity
 - Risk of drug interactions with antibiotics like vancomycin
- xiv. **For lithium TDM, which of the following is most critical in determining the dosage adjustment?**
- Renal function, as lithium is almost exclusively excreted by the kidneys
 - Hepatic function, as lithium is metabolized in the liver
 - Concurrent use of NSAIDs, which increases the need for lithium
 - Age of the patient, with no other monitoring required
- xv. **Which statement is correct regarding Phenytoin's pharmacokinetics and the importance of TDM?**
- Phenytoin follows linear kinetics at all doses
 - Phenytoin exhibits dose-dependent or saturable metabolism, where small dose changes can cause significant increases in serum concentration
 - Phenytoin has a large therapeutic window, making TDM unnecessary
 - Phenytoin is excreted largely unchanged in urine

II. Choose the correct (True/False) statements

(10 Marks)

- The first-line treatment for status epilepticus is typically oral anticonvulsants. (T/F)
- Bacterial meningitis requires immediate empirical antibiotic therapy even before laboratory results confirm the infection. (T/F)
- Tuberculosis primarily affects the respiratory system but can also involve the kidneys, bones, and brain. (T/F)
- Urinary tract infections are more common in men due to a shorter urethra. (T/F)
- Rabies is fatal once clinical symptoms appear but can be prevented with post-exposure prophylaxis (PEP). (T/F)
- Dengue fever is caused by a parasitic infection and leads to high mortality rates if left untreated. (T/F)
- Pharyngitis caused by *Streptococcus pyogenes* requires antibiotic treatment to prevent rheumatic fever. (T/F)
- Fungal infections of the skin are typically treated with systemic antifungals in mild cases. (T/F)
- Typhoid fever is transmitted through contaminated water and food, and a vaccine is available for prevention. (T/F)
- Hyperthyroidism can present with symptoms like weight loss, tremors, and heat intolerance. (T/F)



Paper-I (Pharmacy Practice-VI (Advanced Clinical Pharmacy-II))

Section-B

Time Allowed: 2hours and 30 minutes

Maximum Marks: 60

Note: Attempt any three questions out of five. Each question carries equal (20) marks.

- III. a. Describe the key components of ensuring safe intravenous therapy in a hospital setting.
b. What protocols should be followed to minimize the risks associated with IV administration, including complications like infection, air embolism, and thrombophlebitis? (20 Marks)
- IV. a. Define the role of the pharmacist in the general management of poisoning and overdose cases. Discuss the importance of the Poison Control Centre in providing timely information and interventions during acute toxicological emergencies.
b. Choose two antidotes from the following list:
Naloxone, atropine, or activated charcoal, and describe their mechanisms of action. How are these antidotes administered in clinical settings, and what factors determine their effectiveness in treating poisoning? (20Marks)
- V. a. Explain the importance of therapeutic drug monitoring (TDM) in the management of patients taking drugs with narrow therapeutic indices.
b. Discuss in detail the clinical pharmacokinetics of digoxin and theophylline, including monitoring requirements, dosing, and potential toxicities. (20 Marks)
- VI. a. Explain the criteria for the selection of essential drugs and their significance in public health. What are the primary advantages of an Essential Drugs List (EDL) in healthcare systems?
b. Discuss the process involved in the development of an Essential Drugs List (EDL). How does this process differ in low-resource settings compared to developed countries, and what are the main challenges in ensuring the effective implementation of EDL? (20 Marks)
- VII. Write notes on any four of the “five” from the following, each carry equal marks (20 Marks)
(a) How is status epilepticus managed in an emergency setting?
(b) What is the difference between partial and generalized seizures
(c) Discuss the primary causes of ischemic stroke
(d) Discuss the role of dopamine in the pathophysiology of psychosis
(e) Discuss transient ischemic attack (TIA)



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
Pharmaceutics-VII (Pharmaceutical Technology)
Pharm-D 5th Professional Annual Examinations 2024

Section-A

Note Please:

1. This is Section A. You have to return this sheet to the examiner within **30** minutes.
2. Copying, cutting, talking is strictly prohibited, and lead to the cancellation of your paper.
3. Section A is compulsory

Time Allowed: 30 Minutes

Maximum Marks: 40

Q.1 Select the most Appropriate Choice in the given four options (30 Marks)

- i.** What is the primary purpose of dosage form design?
A) To improve stability
B) To enhance taste
C) To administer the active drug safely and effectively
D) To improve color
- ii.** Pre-formulation studies typically investigate:
A) Pharmacokinetics
B) Drug solubility and stability
C) Pharmacodynamics
D) Drug interactions
- iii.** A dosage form is needed to:
A) Protect the drug from the environment
B) Make the drug more palatable
C) Enhance drug absorption
D) All of the given options.
- iv.** Spray drying granulation is mainly used for:
A) Slow-release formulations
B) Drying and particle formation simultaneously
C) Tablet coating
D) Freeze-drying
- v.** Extrusion/Spheronization is a technique primarily used to produce:
A) suppository
B) Powders
C) Pellets
D) Solutions
- vi.** Which of the following is a natural polymer used in drug delivery systems?
A) Polyethylene glycol
B) Chitosan
C) Polyvinyl alcohol
D) Polylactic acid
- vii.** What is the main purpose of sustained drug release systems?
A) Enhance drug solubility
B) Maintain constant drug levels in the blood
C) Prevent side effects
D) Increase drug absorption
- viii.** Which method involves the formation of tiny polymer shells around the drug?
A) Solvent evaporation
B) Spray drying
C) Coacervation
D) Direct compression

P.T.O.....



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
Pharmaceutics-VII (Pharmaceutical Technology)
Pharm-D 5th Professional Annual Examinations 2024

PART-B

Time Allowed: 2 hours and 30 minutes

Maximum Marks: 60

Note: Attempt any three questions out of five. Each question carries equal (20) marks.

- Q3. A) A) Explain the process and importance of pre-formulation studies in pharmaceutical formulation. (10 marks)
- B) Discuss the various types of dosage forms and the factors influencing their selection. (10 marks)
- Q4. Describe granulation technologies used in pharmaceutical manufacturing. Include details on spray drying, roller compaction, and extrusion/spheronization. (20 marks)
- Q5. A) Explain the mechanisms of controlled-release drug delivery systems and the advantages of using such systems. (10 marks)
- B) Discuss the role of polymers in the development of sustained/controlled release drug delivery systems. (10 marks)
- Q6. A) What are liposomes and niosomes, and how are they used in drug delivery systems? Discuss the differences between active and passive targeted drug delivery systems. (20 marks)
- Q7. A) Define pharmacogenomics and explain its significance in drug response variability. (10 marks)
- B) Discuss the applications of recombinant DNA technology in producing therapeutic proteins. (10 marks)



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
PHARMACY 5TH PROFESSIONAL ANNUAL EXAMINATIONS 2024
Pharmaceutical Chemistry-IV (Medicinal Chemistry)

Roll No: _____

Sign: _____

Section-A

Note Please:

1. This is Section A. You have to return this sheet to the examiner within **30** minutes.
2. Copying, cutting, talking is strictly prohibited, and lead to the cancellation of your paper.

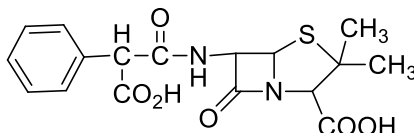
Time Allowed: 30 Minutes

Maximum Marks: 40

I. Select the most appropriate statements.

(30)

1. Phenol is converted into benzene sulfonic acid on introduction of acidic functional group, the resultant compound is _____
a) More toxic b) Less toxic c) Harmless d) Have no effect
2. Which compound is available in combination with Trimethoprim in co-trimoxazole?
a) Sulfadiazine b) Sulfacetamide c) Sulfamethoxazole d) None
3. Which of the following is the correct sequence of drug designing process?
a) Target identification, lead identification, target validation, lead optimization, human trials, and animal trials
b) Lead identification, lead optimization, Target identification, target validation, human trials, and animal trials
c) Target identification, target validation, lead identification, lead optimization, animal trials human trials
d) Target identification, target validation, animal trials, human trials, lead identification, and lead optimization
4. Which reagent is used for the conversion of salicylic acid to acetyl salicylic acid?
a) Acetic anhydride b) Ether c) Chloroform d) NaOH
5. What is the name of the following structure?

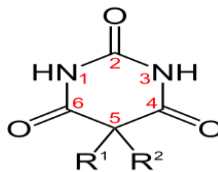


- a) Penicillin V
 - b) Amoxicillin
 - c) Carbenicillin
 - d) Nafcillin
6. In phase-I reactions all are true except _____
a) Oxidation b) Reduction c) Hydrolysis d) Conjugation
 7. The biological activities of a compound are associated with a particular functional moiety ____
a) Acetyl functional group b) Benzyl group
c) Pharmacophore group d) Acidic group
 8. Acetyl Choline a natural neurotransmitter is _____
a) Activator of muscle relaxation b) Activator of muscle contraction
c) Increases the activity of enzymes d) Both A & C
 9. Which of the following is called oil of winter green?
a) Phenyl salicylate b) Salicyl amide c) Sodium Salicylate d) Methyl salicylate
 10. Which of the following is not 8-aminoquinoline derivative?
a) Primaquine b) Pamaquine c) Amodiaquine d) Pentaquine
 11. Streptomyces mediterranei produces which of the following?
a) Streptomycin b) Rifampicin c) Kanamycin d) Azithromycin

P.T.O.....

12. If we include a halogen atom in the 5-alkyl moiety, activity will _____

- a) Increase
- b) Decrease
- c) Have no effect
- d) Vanished



13. N-(5-sulfamoyl-1,3,4-thiadiazol-2-yl)acetamide is the chemical name of _____

- a) Furosemide
- b) Isoniazid
- c) Acyclovir
- d) Aceazolamide

14. In chloramphenicol biological activity resides totally in _____

- a) D-Threoisomer
- b) L-Threoisomer
- c) Erythro isomer
- d) L- Erythro isomer

15. Ciclosporin have been isolated from all of the below fungus except _____

- a) Streptomyces ciclosporae
- b) Tolypocladium inflatum
- c) Tricoderma polysporum
- d) Cylindrocarpon lucidum

Q2. Write "T" for true and "F" for false statements. (10)

- 1). Ethacrynic acid is a phenoxyacetic acid derivative containing a aldehyde and ester group.
- 2). The D-(−) ampicillin is found to be more active appreciably in comparison to its isomer L-(+) ampicillin.
- 3). Aspirin was 1st isolated from plant Salix purpurea.
- 4). Bioisosteres have similarities in size, electronegativity, stereochemistry and distribution of electrons.
- 5). If the 4-amino group is replaced by such groups which can be converted into free amino group in vivo then activity of sulphonamides will retained.
- 6). The symbol *P* represent concentration in a QSAR equation.
- 7). Aminopyrin is an example of 5-pyrazolone derivative.
- 8). Vincristine is a vinca alkaloid that can be obtained from the Madagascar periwinkle Catharanthus sinensis.
- 9). Maloprim is a combination of Pyrithamine + Sulfadoxine.
- 10). The diacetylated form of morphine is called codeine.



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL
PHARMACY 5TH PROFESSIONAL ANNUAL EXAMINATIONS 2024
Pharmaceutical Chemistry-IV (Medicinal Chemistry)
Section-B

Time Allowed: 2:30 Minutes

Maximum Marks: 60

Note: Attempt any three questions out of five. Each question carries equal (20) marks.

- Q3. a. What are drug targets? Discuss drugs designing by ligand based approach. (10)
b. Discuss quantitative structure activity relationships with examples. (10)
- Q4. a. What is drug metabolism? Discuss factors affecting drug metabolism. (10)
b. Discuss human hepatic cytochrome P450 enzyme system. (10)
- Q5. a. Write down the physical chemistry, synthesis and structure activity relationship of Aspirin. (10)
b. Discuss chemistry, synthesis, structure activity relationships and indications of furosemide. (10)
- Q6. a. Classify antimalarial drugs. Discuss chemistry, synthesis and structure activity relationships of primaquine. (10)
b. Write down physical chemistry, synthesis and SAR study of Chloramphenicol. (10)
- Q7. Write notes on **any two** from the following, each carry equal marks. (10+10)
- (a) Isoniazid
 - (b) Acyclovir
 - (c) SAR of sulfonamides



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL

Roll No: _____

Sign: _____

PHARMACY 5TH PROFESSIONAL ANNUAL EXAMINATIONS 2024
PHARMACY PRACTICE-VIII (PHARMACEUTICAL MANAGEMENT AND MARKETING)

Section-A

Note Please:

1. This is Section A. You have to return this sheet to the examiner within **30** minutes.
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Time Allowed: 30 Minutes

Maximum Marks: 40

I. Select the most appropriate statements

(Marks 30)

- 1) All of the following are accurate descriptions of modern marketing, EXCEPT which one?
 - A) Marketing is the creation of value for customers.
 - B) Marketing is managing profitable customer relationships.
 - C) Selling and advertising are synonymous with marketing.
 - D) Marketing involves satisfying customers' needs.
 - E) Marketing is used by for-profit and not-for-profit organizations.
- 2) According to management guru Peter Drucker, "The aim of marketing is to _____."
 - A) create customer value
 - B) identify customer demands
 - C) make selling unnecessary
 - D) set realistic customer expectations
 - E) sell products
- 3) Which of the following best describes the principles of management?
 - A) They help managers take decisions while performing managerial functions.
 - B) They denote a cause-and-effect relationship.
 - C) They are guidelines for further actions in management functions.
 - D) All of the above.
- 4) The main reason why principles of management do not provide readymade solutions for all management problem is that_____.
 - A) They act as a general guideline for business related issues
 - B) The real business issues are pretty complex
 - C) The real business issues are very dynamic
 - D) All of the above
- 5) 'W' in SWOT stands for
 - A) What do you do well?
 - B) What could you improve?
 - C) What doors are open to you?
 - D) What threats could harm you
- 6) In Production Management, at every next level some _____ is added to the previous level.
 - A) Income
 - B) Profit
 - C) Loss
 - D) Value
- 7) To approve or reject the starting material, packaging material, intermediate, bulk and finished product is responsibility of which department?
 - A) Quality Control
 - B) Quality Audit
 - C) Production
 - D) None of the above
- 8) To identify and prepare the necessary SOPs related to the control of quality is a responsibility of _____department
 - A) Quality Control
 - B) Quality Audit
 - C) Production
 - D) None of the above
- 9) Name one of the basic concepts for smoothly running an organisation.
 - A) Management
 - B) Planning
 - C) Coordination
 - D) None of the options is correct
- 10) _____ function of management is concerned with both ends and means
 - A) Organizing
 - B) Staffing
 - C) Directing
 - D) Planning
- 11) What is Product Management?
 - A) Managing production processes in a factory
 - B) Developing marketing strategies for a product

- C) Ensuring the success of a product throughout its lifecycle
 D) Optimizing supply chain management P.T.O.....
- 12) What is the primary focus of Product Management?
 A) Maximizing profits for the company
 B) Meeting customer needs and preferences
 C) Minimizing production costs
 D) Improving employee performance
- 13) What is the purpose of conducting market research in Product Management?
 A) To set product prices
 B) To identify potential competitors
 C) To determine the target market for the product
 D) To develop advertising campaigns
- 14) Sales management is discipline of _____benefits a company and its customers receive from the efforts of its sales force.
 A) Minimizing C) Controlling
 B) Maximizing D) None of the above
- 15) The creation of a successful new product depends on a company's understanding of its _____ and its ability to deliver _____ to customers.
 A) competitors, distributors, and employees; new styles
 B) customers, brands, products; product images
 C) customers, competitors, and markets; superior value
 D) product, marketing mix, and marketing strategy; functional features
 E) product life cycle, legal responsibilities, and social responsibilities; innovations

II. True/False statements (10)

- 1) Management affects employee's morale but not company's financial performance (True/False)
- 2) In order to be considered a manager an individual must coordinate the work of others (True/False)
- 3) Management takes place only in business settings(True/False)
- 4) Marketing means "selling" or "advertising." (True/False)
- 5) Direct-to-consumer advertising of prescription drugs is allowed in most countries around the world (True/False)
- 6) In marketing, it is the manager's viewpoint that matters, not the customers.....(True/False)
- 7) Drug prices in Pakistan is directly regulated by the government.....(True/False)
- 8) Pharmaceutical marketing strategies can include sponsorship of medical conferences and events (True/False)
- 9) Pharmaceutical companies are required to provide free samples of their drugs to doctors (True/False)
- 10) Pharmaceutical companies are required to disclose any negative findings from clinical trials. (True/False)



SHAHEED BENAZIR BHUTTO UNIVERSITY SHERINGAL

PHARMACY 5TH PROFESSIONAL ANNUAL EXAMINATIONS 2024

PHARMACY PRACTICE-VIII (PHARMACEUTICAL MANAGEMENT AND MARKETING)

Section-B

Time Allowed: 2:30 Minutes

Maximum Marks: 60

Note: Attempt any three questions out of five. Each question carries equal (20) marks.

- III.** (20)
- A. Define and explain Management
 - B. Discuss planning and steps involved in planning
- IV.** (20)
- A. Elaborate the process of Product management.
 - B. Define marketing research and discuss its importance.
- V.** (20)
- A. Differentiate Pharmaceutical marketing from consumer marketing
 - B. Who are the major stakeholders within pharmaceutical market environment
- VI.** (20)
- A. How would you analyze pharmaceutical market?
 - B. Explain the ethical consideration of Pharmaceutical Marketing
- VII.** Write notes on any four of the “five” from the following, each carry equal marks (20)
- a) Motivation
 - b) Participant Responsibilities in meeting
 - c) Marketing channels
 - d) Material management
 - e) Control Process.