

Council for Technical Education and Vocational Training  
**Office of the Controller of Examinations**  
Sanothimi, Bhaktapur

**Regular Exam - 2080 Mangsir/Poush (Scholarship)**

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|---|-----------------------|
| <b>Program:</b> Diploma in Pharmacy       | <b>Full Marks:</b> 40 |
| <b>Year/Part:</b> Second (2021)           | <b>Pass Marks:</b> 16 |
| <b>Subject:</b> Pharmaceutical Management | <b>Time:</b> 1½ hrs.  |

*Candidates are required to give their answers in their own words as far as practicable. The figures in the margin indicate full marks.*

**Group 'A' (Long Question)**

**Attempt any THREE questions.** [3×8=24]

1. Define pharmaceutical management. Explain the function of management.
2. Define pharmaceutical marketing. Discuss STP (Segmentation, Targeting and Positioning) in brief.
3. Define marketing mix. Explain the elements of marketing mix.
4. Define procurement. Write down its type. Describe briefly about procurement process.
5. Define inventory management. Explain the different technique of inventory management.

**Group 'B' (Short Question)**

**Attempt any FOUR questions.** [4×4=16]

6. Define leadership. Explain its types.
7. Describe the cold chain process.
8. Write about Maslow theory of motivation.
9. Differentiate between sales and marketing.
10. Define entrepreneur. Explain its types.
11. Define pharmacoeconomics. Explain its importance and application.

**Good Luck!**