

Code No : 217AE

Set No.1

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

IV B.Pharmacy-I Sem., II-Mid-Term Examinations, November – 2016

PHARMACY ADMINISTRATION

Objective Exam

Name: _____ Hall Ticket No.

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Answer All Questions. All Questions Carry Equal Marks. Time: 20 Min. Marks: 10.

I Choose the correct alternative:

1. The product is a combination of []
a) Warrant b) Packaging c) labeling d) All of the above
2. Number of methods to calculate price are []
a) Four b) five c) three d) two
3. Sales assistant outlines the features of the good or service to the customer []
a) publicity b) personal selling c) sales promotion d) All of the above
4. Product life cycle involves ____ stages []
a) Three b) four c) five d) six
5. Modification of product can be done by improving []
a) quality b) feature c) style d) all of the above
6. Number of PSU's in pharma industry []
a) six b) three c) four d) five
7. fixed oils are glycerides of ____ acids []
a) stearic b) oleic c) palmitic d) all of the above
8. Wild life protection act was made in []
a) 1971 b) 1981 c) 1991 d) 2001
9. persuading a potential customer to buy the product is called []
a) Sales demotion b) sales promotion c) sales force d) retailer
10. Goods offered either free or at low cost as incentive to buy a product
a) Premium b) reward c) free gift d) loyalty cards

Cont.....2

II Fill in the Blanks

11. FMCG's _____.
12. Surplus of product leads to _____.
13. _____ is reducing the price to stimulate demand.
14. Most products are seen as having a _____ life cycle of product.
15. Launching a new product at a _____ and _____ level is called rapid skimming.
16. _____ is acquiring and using funds to cover the costs of the channel work.
17. Expand TRIPS _____.
18. _____, a cholesterol lowering drug marketed by Pfizer.
19. Expand IDPL _____.
20. Expand IDMA _____.

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Code No : 217AE

Set No.2

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

IV B.Pharmacy-I Sem., II-Mid-Term Examinations, November – 2016

PHARMACY ADMINISTRATION

Objective Exam

Name: _____ Hall Ticket No.

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Answer All Questions. All Questions Carry Equal Marks. Time: 20 Min. Marks: 10.

I Choose the correct alternative:

1. Product life cycle involves ____ stages []
a) Three b) four c) five d) six
2. Modification of product can be done by improving []
a) quality b) feature c) style d) all of the above
3. Number of PSU's in pharma industry []
a) six b) three c) four d) five
4. fixed oils are glycerides of ____ acids []
a) stearic b) oleic c) palmitic d) all of the above
5. Wild life protection act was made in []
a) 1971 b) 1981 c) 1991 d) 2001
6. persuading a potential customer to buy the product is called []
a) Sales demotion b) sales promotion c) sales force d) retailer
7. Goods offered either free or at low cost as incentive to buy a product
a) Premium b) reward c) free gift d) loyalty cards
8. The product is a combination of []
a) Warrant b) Packaging c) labeling d) All of the above
9. Number of methods to calculate price are []
a) Four b) five c) three d) two
10. Sales assistant outlines the features of the good or service to the customer []
a) publicity b) personal selling c) sales promotion d) All of the above

Cont.....2

II Fill in the Blanks

11. Most products are seen as having a ____ life cycle of product.
12. Launching a new product at a ____ and ____ level is called rapid skimming.
13. ____ is acquiring and using funds to cover the costs of the channel work.
14. Expand TRIPS _____.
15. _____, a cholesterol lowering drug marketed by Pfizer.
16. Expand IDPL _____.
17. Expand IDMA _____.
18. FMCG's _____.
19. Surplus of product leads to _____.
20. _____ is reducing the price to stimulate demand.

-oOo-

Code No : 217AE

Set No.3

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

IV B.Pharmacy-I Sem., II-Mid-Term Examinations, November – 2016

PHARMACY ADMINISTRATION

Objective Exam

Name: _____ Hall Ticket No.

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Answer All Questions. All Questions Carry Equal Marks. Time: 20 Min. Marks: 10.

I Choose the correct alternative:

1. Number of PSU's in pharma industry []
a) six b) three c) four d) five
2. fixed oils are glycerides of ____ acids []
a) stearic b) oleic c) palmitic d) all of the above
3. Wild life protection act was made in []
a) 1971 b) 1981 c) 1991 d) 2001
4. persuading a potential customer to buy the product is called []
a) Sales demotion b) sales promotion c) sales force d) retailer
5. Goods offered either free or at low cost as incentive to buy a product []
a) Premium b) reward c) free gift d) loyalty cards
6. The product is a combination of []
a) Warrant b) Packaging c) labeling d) All of the above
7. Number of methods to calculate price are []
a) Four b) five c) three d) two
8. Sales assistant outlines the features of the good or service to the customer []
a) publicity b) personal selling c) sales promotion d) All of the above
9. Product life cycle involves ____ stages []
a) Three b) four c) five d) six
10. Modification of product can be done by improving []
a) quality b) feature c) style d) all of the above

Cont.....2

II Fill in the Blanks

11. _____ is acquiring and using funds to cover the costs of the channel work.
12. Expand TRIPS _____.
13. _____, a cholesterol lowering drug marketed by Pfizer.
14. Expand IDPL _____.
15. Expand IDMA _____.
16. FMCG's _____.
17. Surplus of product leads to _____.
18. _____ is reducing the price to stimulate demand.
19. Most products are seen as having a _____ life cycle of product.
20. Launching a new product at a _____ and _____ level is called rapid skimming -oOo-

Code No : 217AE

Set No.4

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

IV B.Pharmacy-I Sem., II-Mid-Term Examinations, November – 2016

PHARMACY ADMINISTRATION

Objective Exam

Name: _____ Hall Ticket No.

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Answer All Questions. All Questions Carry Equal Marks. Time: 20 Min. Marks: 10.

I Choose the correct alternative:

1. Wild life protection act was made in []
a) 1971 b) 1981 c) 1991 d) 2001
2. persuading a potential customer to buy the product is called []
a) Sales demotion b) sales promotion c) sales force d) retailer
3. Goods offered either free or at low cost as incentive to buy a product
a) Premium b) reward c) free gift d) loyalty cards
4. The product is a combination of []
a) Warrant b) Packaging c) labeling d) All of the above
5. Number of methods to calculate price are [] a
a) Four b) five c) three d) two
6. Sales assistant outlines the features of the good or service to the customer []
a) publicity b) personal selling c) sales promotion d) All of the above
7. Product life cycle involves ____ stages []
a) Three b) four c) five d) six
8. Modification of product can be done by improving []
a) quality b) feature c) style d) all of the above
9. Number of PSU's in pharma industry []
a) six b) three c) four d) five
10. fixed oils are glycerides of ____ acids []
a) stearic b) oleic c) palmitic d) all of the above

Cont.....2

II Fill in the Blanks

11. _____, a cholesterol lowering drug marketed by Pfizer.
12. Expand IDPL _____.
13. Expand IDMA _____.
14. FMCG's _____.
15. Surplus of product leads to _____.
16. _____ is reducing the price to stimulate demand.
17. Most products are seen as having a ____ life cycle of product.
18. Launching a new product at a ____ and ____ level is called rapid skimming.
19. _____ is acquiring and using funds to cover the costs of the channel work.
20. Expand TRIPS _____.

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