

(KZ 4272)

Sub. Code: 4272

**FOURTH B.PHARM. EXAMINATION**  
**(Common to regulations 2004 – III year candidates)**  
**PHARMACEUTICAL JURISPRUDENCE AND**  
**PHARMACY BUSINESS MANGEMENT**  
*Q.P. Code : 564272*

**Time : Three hours****Maximum : 100 marks**

Answer Section A and B in SEPARATE Answer Book.

**SECTION – A**  
**(PHARMACEUTICAL JURISPRUDENCE)**

**I. Long Essays** **(1 x 20 = 20)**

1. Write in brief about the Medical Termination of Pregnancy acts and Rules.

**II. Short Notes** **(4 x 5 = 20)**

1. Discuss how sale price of bulk drug is fixe
2. Discuss in brief about the manufacture in Bonded Laboratory
3. Write about the constitution and function of Drug Technical Advisory Boar
4. Write in brief about the clinical trials for the import and manufacture of new drugs.

**III. Short Answers** **(5 x 2 = 10)**

1. What is a patent?
2. Define spurious drugs.
3. What is a narcotic drug?
4. What do you mean by Institutional Animals Ethics Committee?
5. Define Advertisement.

**SECTION – B**  
**(PHARMACY BUSINESS MANGEMENT)**

**I. Long Essays** **(1 x 20 = 20)**

1. Write the various functions of marketing? Discuss in detail marketing risks and marketing finance.

**II. Short Notes** **(4 x 5 = 20)**

1. Write in brief the classification and functions of wholesale
2. What is planning? What are the elements of planning and write its importance.
3. Write in brief the functions of production.
4. Discuss about the objectives of advertising.

**III. Short Answers** **(5 x 2 = 10)**

1. What do you mean by a Retailer?
2. What is Inventory Control?
3. What is Decision making?
4. What do you mean by inventory control?
5. Write about retail departmental store.