

(LC 4272)

FEBRUARY 2013

Sub. Code: 4272

**FOURTH YEAR B.PHARM. EXAM**  
(Common to regulations 2004 – III year candidates)**PHARMACEUTICAL JURISPRUDENCE AND  
PHARMACY BUSINESS MANAGEMENT***Q.P. Code: 564272***Time: Three hours**  
(180 Min)**Maximum : 100 marks****Answer Section A and B in SEPARATE Answer Book.****SECTION – A****(PHARMACEUTICAL JURISPRUDENCE)****I. ELABORATE ON: (1X20=20)**

1. Explain about the manufacturing of alcoholic preparations in bonded laboratories and warehousing of alcoholic preparations (15+5)

**II.SHORT NOTES (4X5=20)**

1. Explain the role of pharmacist as a member of a health care team?
2. Write about the import and export of narcotic and psychotropic substances act.
3. What is patent? What are the types of patent? Explain the procedure of getting the patents?
4. Give an account on experimentation of animals under prevention of cruelty to animals act.

**III.SHORT ANSWERS (5X2=10)**

1. What is objectionable advertisement?
2. What do you mean by manufactured drug?
3. Write any four duties of a drug inspector?
4. What do the schedule H and schedule X mean?
5. What are substandard drugs?

**SECTION-B****(PHARMACY BUSINESS MANAGEMENT)****I. ELABORATE ON: (1X20=20)**

1. Discuss the importance of planning, nature and types of plan and about the sales forecasting.

**II.SHORT NOTES (4X5=20)**

1. Write in short about mail order business.
2. Explain in brief about sales promotion.
3. Give an account on decision making.
4. What are the qualities of a leader?

**III.SHORT ANSWERS (5X2=10)**

1. What do you mean by a wholesaler?
2. Write about chain stores.
3. What are the qualities of a salesman?
4. What are the primary factors in plant location?
5. What do you mean by span of control?

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