

[LF 4272]

AUGUST 2014

Sub. Code: 4272

FOURTH YEAR B.PHARM. DEGREE EXAMINATION**(Common to Regulations 2004 - III Year Candidates)****Paper VI - PHARMACEUTICAL JURISPRUDENCE AND PHARMACY
BUSINESS MANAGEMENT*****Q. P. Code: 564272*****Time: Three Hours****Maximum: 100 Marks****Answer All Questions****Answer Section-A and B in separate Answer Book****SECTION - A****(PHARMACEUTICAL JURISPRUDENCE)****I. Elaborate on:****(1 x 20 = 20)**

1. a) Discuss the different types of sale licenses issued under drugs and cosmetic Act and Rules.
- b) Discuss the general & specific labeling requirements of Ophthalmic products.

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

1. Describe the constitution and functions of State Pharmacy Council.
2. What is the procedure for surrender and revocation of patents?
3. Give the qualification and duties of Government Analyst
4. Define manufactured Drugs. What procedure has to be followed in their manufacture and sale?

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

1. Write note on Hathi Committee
2. What is meant by MAPE?
3. Discuss the affences and penalties under Narcotic drugs and Psychotropic substances Act and Rules.
4. What is the requirement for places to be approved for termination of Pregnancy?
5. What is the Product Patent?

SECTION-B
(PHARMACY BUSINESS MANAGEMENT)

I. Elaborate on: **(1 x 20 = 20)**

1. Give the detailed explanation for planning, organizing, staffing, directing and controlling processes in Administrative management.

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

1. Explain the process Financial Marketing
2. Explain principles of Management
3. Give a note on Channels of Distribution
4. Importance of Pharmaceutical Advertisement

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

1. Define the terms : feedback and information
2. Evaluation and compensation to the pharmacist
3. Maslow's theory
4. What are the types of coordination?
5. Various types of Advertisement

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