

[LH 4272]

AUGUST 2015

Sub. Code: 4272

B.PHARM. DEGREE EXAMINATION

FOURTH YEAR

(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

**SECTION – A
(PHARMACEUTICAL JURISPRUDENCE)**

I. Essay: (1 x 20 = 20)

1. a) Write in brief about the prevention of cruelty of animal act 1960
- b) Discuss Functions and duties of pharmacy council of India.

II. Short notes : (4 x 5 = 20)

1. Definition and scope of forensic pharmacy.
2. Duties of Drugs Inspector
3. Define patent. What are the rights of a patents?
4. Give detailed note on drugs prohibited to be sold, distributed, stocked and exhibited for sale under Drugs & Cosmetics Act 1940.

III. Short answers: (5 x 2 = 10)

1. New Drug.
2. Define objectionable advertisement.
3. Opium derivatives.
4. What are substandard Drugs?
5. Duties of Govt. Analysts.

**SECTION B
(PHARMACY BUSINESS MANAGEMENT)**

I. Essay: (1 x 20 = 20)

1. Discuss the channels of distribution in detail.

II. Short notes : (4 x 5 = 20)

1. Discuss about the objectives of Advertisement.
2. Explain the importance and Quality of leadership.
3. Function and Importance of staffing.
4. Principles of sales promotion.

III. Short answers: (5 x 2 = 10)

1. What do you mean by Morale?
2. Advantages of advertisement.
3. What are the types of training offered to the employees?
4. Write briefly about primary factors in plant Location.
5. Define Management.