

(LI 4272)

FEBRUARY 2016

Sub. Code: 4272

FOURTH YEAR B.PHARM. 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**

SECTION – A

(PHARMACEUTICAL JURISPRUDENCE)

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

1. a) Explain about Drugs and Magic Remedies (objectionable advertisement) Act 1954.
- b) Code of Pharmaceutical ethics in relation to his trade.

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

1. Define Spurious Drugs.
2. What are the condition to be satisfied before a grant of licenses in Form 20, 21, 20B and 21B?
3. Repacking license.
4. Role of pharmacist in drug treatment and drug usage.

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

1. Define Narcotic Drug.
2. Calculation of Retail price of formulation.
3. Constitution of State Pharmacy Council.
4. Define advertisement.
5. What is product Patent?

SECTION B

(PHARMACY BUSINESS MANAGEMENT)

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

1. Write the various functions of Advertising? Discuss in detail about various Medias and Themes of Advertisement.

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

1. Write brief classification of Retailers.
2. Explain the different types of communication.
3. Explain in brief about inventory control.
4. What are the various methods of conducting market research?

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

1. Define Sales Promotion.
2. Write about retail department store.
3. What is Patent? What are the types of Patent?
4. Mail order business.
5. What do you mean by Literature?
