(LL 4272)   **AUGUST 2017**   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**

SECTION – A
(PHARMACEUTICAL JURISPRUDENCE)

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

1. Discuss about constitution of Pharmacy Council of India (PCI). Give the functions and duties of PCI.

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

1. Explain the role of pharmacist in drug usage.
2. Objectives of Narcotics and psychotropic substances Act.
3. Define patent. What are the rights of a patentee?
4. Calculation of retail price for drug formulations.

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

1. Define advertisement.
2. Drug consultative committee.
3. Give qualification and duties of Government Analyst.
4. Schedule J and K.
5. What are substandard drugs?

SECTION B
(PHARMACY BUSINESS MANAGEMENT)

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

1. Give the detailed explanation for leadership innovation, creativity and delegation of authority.

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

1. Write about mail order business.
2. Explain the importance and quality of leadership.
3. State the principles behind general insurance.
4. What are the types co-ordination?

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

1. Define marketing.
2. Define the term coding.
3. Types of communication.
4. Maslow's theory.
5. Advantages of Insurance.

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