

(LP 4272)

AUGUST 2019

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 the constitution and functions of Pharmacy Council of India.

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

1. What are the categories of inventions are not patentable under patent act?
2. Bonded Laboratory.
3. Pharmacist's Oath.
4. Central Drugs Laboratory.

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

1. Magic Remedies.
2. Schedule A.
3. Central Register
4. Qualifications of Government analysts.
5. Loan Licence.

**SECTION B
(PHARMACY BUSINESS MANAGEMENT)**

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

1. Name the various marketing functions and describe in brief the importance of each function.

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

1. Explain the qualities of good salesmen.
2. Explain two types of retailers.
3. Draw the structure of organization and its importance.
4. Advantages and disadvantages of Mail Order Business.

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

1. Differentiate between motivation and morale.
2. Chain stores.
3. Qualities of Salesman.
4. Indoor and outdoor advertisement.
5. Staffing.
