

(LA 4272)

**FOURTH B.PHARM. EXAMINATION**  
**(Common to regulations 2004 – III year candidates)**  
**PHARMACEUTICAL JURISPRUDENCE AND PHARMACY BUSINESS**  
**MANAGEMENT**  
**Q.P. Code : 564272**

**Time : Three hours****Maximum : 100 marks****Answer Section A and B in SEPARATE Answer Book.**

**SECTION – A**  
**(PHARMACEUTICAL JURISPRUDENCE)**

**I. Elaborate on:** (1X20=20)

1. Discuss about the constitution of pharmacy council of India (PCI), Give the functions and duties of pharmacy council of India.

**II. Write notes on:** (4X5=20)

1. Ethics of pharmacist.
2. Drug Technical Advisory Board
3. Describe the legal control over termination of pregnancy.
4. Write a note on pharmacist as a member of health care team.

**III. Short Answers:** (5X2=10)

1. Magic remedies.
2. Adulterated drugs.
3. New drug.
4. Describe schedule 'N'.
5. Repacking of Drug.

**SECTION – B**  
**(PHARMACY BUSINESS MANAGEMENT)**

**I. Elaborate on:** (1X20=20)

1. Define co-ordination? Discuss its importance in a business organization, Briefly explain the important characteristics of co-ordination.

**II. Write notes on:** (4X5=20)

1. Discuss the importance of motivation.
2. Explain the types of salesmanship.
3. Write the essential leadership qualities of pharmacists.
4. Function and importance of staffing.

**III. Short Answers:** (5X2=10)

1. Mail order business.
2. Advantage of assembling.
3. Themes of advertisement.
4. What are the objectives of sales promotion?
5. Functions of marketing.

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