

(LK 4272)

FEBRUARY 2017

Sub. Code: 4272

**B.PHARM. EXAMINATION
FOURTH YEAR
(Common regulations for 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) Constitution of State and Joint Pharmacy Council.
b) Write briefly about the Essential Commodities Act.

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

1. Provisions applicable to cosmetics.
2. Write about the import and export of Narcotic and Psychotropic Substances Act.
3. Pharmaceutical Legislation in India.
4. Give an account on experimentation of animals under prevention of cruelty to animals Act.

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

1. Magic remedies.
2. Drug technical advisory board.
3. Misbranded drugs.
4. What do the schedule 'H' and schedule 'X' mean?
5. Role of Narcotic Commissioner.

**SECTION B
(PHARMACY BUSINESS MANAGEMENT)**

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

1. a) Write in detail about the objectives and methods of sales promotion.
b) Write the quality requirements for a sales men.

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

1. Theories of motivations.
2. Retail departmental stores.
3. Give an account on decision making.
4. Evaluation and compensation to the pharmacist.

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

1. Basic tools of product promotion.
2. Principle of Co-ordination.
3. Retail pharmacists.
4. Methods of sales forecasting.
5. Multiple shops.
