

(LN 4272)

AUGUST 2018

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. Describe about the qualification for the appointment and duties of:
a) Government analysts b) Drug Inspectors.

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

1. Prevention of cruelty to Animals Act.
2. Drug price control order, 1995.
3. Discuss essential commodities act.
4. Pharmaceutical legislation in India.

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

1. Misbranded drugs.
2. Define bulk drug.
3. Manufactured drugs.
4. Essential commodities.
5. Central register.

**SECTION B
(PHARMACY BUSINESS MANAGEMENT)**

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

1. Describe the functions of personnel management. Explain about evaluation and compensation to the pharmacists.

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

1. Advertising techniques in marketing.
2. Functions of wholesalers.
3. Motivation and morale.
4. Importance of planning in administrative management.

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

1. What are the transports used in marketing?
2. Multiple shops.
3. Delegation of authority.
4. Define Mail order business.
5. Explain the term management of manager.