

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[B.PHARM 0524]

MAY 2024

Sub. Code: 4272

(FEBRUARY 2024 EXAM SESSION)

B.PHARMACY DEGREE COURSE (NON-SEMESTER EXAMINATIONS)
FOURTH (FINAL) YEAR (Regulation 2009-2010)
PAPER VI - PHARMACEUTICAL JURISPRUDENCE AND
PHARMACY BUSINESS MANAGEMENT

Q.P. Code: 564272

Time: Three hours

Answer ALL questions

Maximum: 100 Marks

SECTION – A
(PHARMACEUTICAL JURISPRUDENCE)

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

1. Discuss about Constitution of PCI. Give the functions and duties.

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

1. DTAB.
2. Case of ethics for Practicing Pharmacist.
3. Salient features of essential commodities act.
4. How the retail prices of formulation fixed as per drugs price control order?

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

1. Define restricted and unrestricted preparations.
2. Magic remedies.
3. What is Patent?
4. Functions of CDL.
5. Schedule – J.

SECTION B
(PHARMACY BUSINESS MANAGEMENT)

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

1. Discuss in brief about various recruitment of training to the salesman.

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

1. Function of Management.
2. Ethics for Sales merchandising.
3. Various channels of distribution.
4. Advertising and its advantages.

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

1. Literature.
2. How to evaluate the Pharmacist?
3. Define Leadership.
4. Market and Marketing.
5. Types of Communication.
