

**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. a) Pharmacist's role as a member of health care team.
- b) Legal and ethical responsibilities of pharmacists.

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

1. Essential Commodities Act.
2. Classes of drugs which are prohibited for wholesale.
3. Warehousing of alcoholic preparations.
4. Write note on import, export and transshipment of narcotic drugs and psychotropic substances.

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

1. Spurious drugs.
2. Indian Patent Act.
3. Schedule M.
4. Ceiling price.
5. New drug.

**SECTION B
(PHARMACY BUSINESS MANAGEMENT)**

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

1. Classify the various marketing functions (processes). Explain the processes of buying, assembling, storage and selling of goods.

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

1. Always Better Control analysis to control inventory.
2. Literature and detailing.
3. Importance of production management.
4. Retail departmental store with example.

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

1. Retailer and wholesaler.
2. Define directing and communicating.
3. Indoor and outdoor advertisement.
4. Innovation and Motivation.
5. Sales promotion and write its principles.