

(LR 4272)

DECEMBER 2020

Sub. Code: 4272

(AUGUST 2020 SESSION)

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 the salient feature of Drugs (Price Control) Order 1995

II. Write notes on:

(4 x 5 = 20)

1. How are the “first” and subsequent register prepared and maintained as per Pharmacy Act?
2. What are the classes of drugs prohibited to import?
3. Schedule-J.
4. What are the offences and penalties prescribed under Pharmacy Act?.

III. Short answers on:

(5 x 2 = 10)

1. Patent and Proprietary Medicines.
2. Misbranded drugs.
3. Bulk drugs.
4. Schedule T.
5. Patentable inventions.

SECTION B

(PHARMACY BUSINESS MANAGEMENT)

I. Elaborate on:

(1 x 20 = 20)

1. Explain Communication. What are the different types of communications? Discuss various steps involved in communication. Write its importance.

II. Write notes on:

(4 x 5 = 20)

1. Explain Leadership. Describe the qualities of a good leader.
2. Discuss the various media for advertising and mention its merits and demerits.
3. What are the different methods of recruitment of salesman?
4. Write in brief about the various levels of management.

III. Short answers on:

(5 x 2 = 10)

1. Differentiate between Authority and Responsibility.
2. Define detailing.
3. Department Store.
4. Directing.
5. Types of Incentives.
