

**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. Discuss the constitution and functions of Pharmacy Council of India.

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

1. What are the categories of inventions are not patentable under patent act?
2. Bonded Laboratory.
3. Pharmacist's Oath.
4. Central Drugs Laboratory.

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

1. Magic Remedies.
2. Schedule A.
3. Central Register.
4. Qualifications of Government analysts.
5. Loan Licence.

**SECTION B  
(PHARMACY BUSINESS MANAGEMENT)**

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

1. Name the various marketing functions and describe in brief the importance of each function.

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

1. Explain the qualities of good salesmen.
2. Explain two types of retailers.
3. Draw the structure of organization and its importance.
4. Advantages and disadvantages of Mail Order Business.

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

1. Differentiate between motivation and morale.
2. Chain stores.
3. Qualities of Salesman.
4. Indoor and outdoor advertisement.
5. Staffing.