[KR 750]   **Sub. Code : 4241**

THIRD B.PHARMACY DEGREE EXAMINATION.

Paper VI — FORENSIC PHARMACY AND
PHARMACY BUSINESS MANAGEMENT

Time : Three hours   Maximum : 80 marks

Theory : Two hours and   Theory :   65 marks
    forty five minutes

M.C.Q. : Fifteen minutes   M.C.Q. : 15 marks

Answer Section A and B in **SEPARATE** Answer Book.

SECTION A

(FORENSIC PHARMACY)

I.   Long Essay :

    Answer any ONE question :   (1 × 15 = 15)

    (1)   What is the objective of Medicinal and Toilet preparations (Excise Duties) Act 1955? Explain procedure to obtain licence to manufacture medicinal and Toilet preparations. Add a note on requirements of bonded laboratory.

(2) State objective of Narcotic Drugs and Psychotropic Substances Act 1985. Discuss import, export and transhipment of narcotic drugs and psychotropic substances. Explain cultivation of opium poppy under Narcotic Drugs and Psychotropic Substances Act 1985.

(3) What is the objective of Pharmacy Act 1948? Explain functions performed by Pharmacy Council of India. Briefly discuss approval of institutions providing courses of study and examinations in pharmacy. How and when such approval of institution can be withdrawn.

II. Short notes :   (4 × 5 = 20)

Answer any FOUR questions.

All questions carry equal marks.

(1) Explain regulation and rules for possession, possession for sale and sale of any Poison Under Poisons Act 1919.

(2) Explain procedure for registration, renewal of registration and closing of establishment under Shops and Establishment Act.

(3) Emphasise the role of pharmacist as a vital member of health care team in providing healthcare to public.

(4) Write a note on types of advertisements exempted under the Drugs and Magic remedies (Objectionable Advertisements) Act.

(5) Discuss the circumstances under which the pregnancies may be terminated by a registered medical practitioner.

(6) Explain provisions relating to "experimentation on animals" under Prevention of Cruelty to Animals Act.

SECTION B

(PHARMACY BUSINESS MANAGEMENT)

III. Long Essay :

Answer any ONE question :   (1 × 15 = 15)

(1) Briefly explain the features of scientific advertising.

(2) Discuss the characteristics of good marketing research.

(3) Explain the procedure adopted for export of pharmaceutical products.

IV. Short notes : (Answer any THREE)   (3 × 5 = 15)

(1) Give the meaning of Departmental Store and Multiple Shops.

(2) Problem of pharmaceutical companies.

(3) Sales ethics.

(4) What is meant . by commercial correspondence and filing systems?

(5) Modern methods of filing.

[KS 750]　　　　　　　　**Sub. Code : 4241**

THIRD B.PHARMACY DEGREE EXAMINATION.

Paper VI — FORENSIC PHARMACY AND PHARMACY BUSINESS MANAGEMENT

Q.P. Code : 564241

Time : Three hours　　　　　Maximum : 80 marks

Theory : Two hours and　　　　Theory : 65 marks

　　　forty five minutes

M.C.Q. : Fifteen minutes　　　M.C.Q. : 15 marks

Answer Section A and B in **SEPARATE** Answer Book.

SECTION A

(FORENSIC PHARMACY)

I.　　Long Essay :　　　　　　　(1 × 15 = 15)

Answer any ONE question.

1.　What are the qualifications for the appointment of Drugs Inspectors? Explain the duties of drug inspectors and procedure for taking samples.　　(5 + 5 + 5 = 15)

2.　Discuss the constitution and functions of drugs technical advisory board. Explain the duties and procedures for the Govt. analyst.　　(8 + 7 = 15)

3. Mention the salient features of Drugs (Price control) order 1995. Under this order how the price for a new drug is fixed. (8 + 7 = 15)

II. Short notes : (4 × 5 = 20)

Answer any FOUR questions.

All questions carry equal marks.

1. Write a note on insecticide act.

2. Salient features of New drug policy.

3. Code of ethics of pharmacist in relation to his profession.

4. Describe the procedure for the movement of goods from one warehouse another under Medicinal and Toilet Preparations Act.

5. Outline the provisions of shops and establishments act related to various kind of leave for employees.

6. Define the "Magic remedies" and "Psychotropic substance".

2   [KS 750]

SECTION B

(PHARMACY BUSINESS MANAGEMENT)

III. Long Essay : (1 × 15 = 15)

Answer any ONE question.

1. What are the various channels of distribution in pharmaceutical marketing? Compare the departmental stores with multiple shops. (7 + 8 = 15)

2. Explain the concept and functions of Administrative management. (15)

3. The importance of advertising and detailing in sales promotion. (7 + 8 = 15)

IV. Short notes : (3 × 5 = 15)

Answer any THREE questions.

1. Discuss the important functions of pharmaceutical marketing.

2. Explain the production planning and its objectives.

3. Problems of Retail trade.

4. ABC analysis in inventory control.

5. Export of pharmaceutical products.

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3   [KS 750]

[KT 750]   **Sub. Code : 4241**

THIRD B.PHARMACY DEGREE EXAMINATION.

Paper VI — FORENSIC PHARMACY AND
PHARMACY BUSINESS MANAGEMENT

Q.P.Code : 564241

Time : Three hours   Maximum : 80 marks

Answer Section A and B in **SEPARATE** Answer Book.

SECTION A

(FORENSIC PHARMACY)

I.   Long Essay :   (1 × 20 = 20)

        Answer any ONE question.

1.   Write in detail about the Pharmacy Act 1948.

2.   Define patents. Write the provisions for getting the patents rights as quoted in patents act.

II.   Short Notes :   (3 × 5 = 15)

        Answer any THREE questions.

    (1)   Write the scope for Forensic Pharmacy.

    (2)   What are code of ethics? Write about pharmacist's oath.

(3) What could be the situations of carrying out medical termination of pregnancy?

(4) Write the Narcotics and Psychotropic Substance Act 1988.

(5) As a member of health care team how is a society taken care by a pharmacist?

III. Short Answers : $(2 \times 2\frac{1}{2} = 5)$

Answer any TWO questions.

(1) What are called as "coded prescriptions"?

(2) What are the forms of compensation?

(3) What is Bond Lab?

SECTION B

(PHARMACY BUSINESS MANAGEMENT)

I. Long Essay : $(1 \times 20 = 20)$

Answer any ONE question.

1. Explain the principle functions of management in business and non-business enterprise.

2. What are the various channels of distribution in pharmaceutical marketing? Compare the departmental stores with multiple stores.

II. Short Notes : $(3 \times 5 = 15)$

Answer any THREE questions.

(1) What are benefits of storage of drugs?

(2) Explain the various devices of sales promotion.

(3) Write the essential leadership qualities of pharmacists.

(4) What are the qualifications needed to be the registration of pharmacist?

(5) What are misbrand and adulterated drugs?

III. Short Answer Questions : $(2 \times 2\frac{1}{2} = 5)$

Answer any TWO questions.

(1) How to calculate retail price?

(2) Define "mail order business".

(3) What are the steps involved in marketing research design?

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[KU 750]   **Sub. Code: 4241**

THIRD B.PHARM. DEGREE EXAMINATION
(Regulation 2004)
Candidates Admitted from 2004-05
Paper VI – FORENSIC PHARMACY AND PHARMACY BUSINESS MANAGEMENT
Q.P. Code : 564241

Time : Three hours   **Maximum : 80 marks**

Answer Section A and B in SEPARATE Answer Book.
SECTION – A
(FORENSIC PHARMACY)

I. Essay Questions :   Answer any ONE question.   1 x 20 = 20)
   1. Explain in detail about the features of new drug policy.
   2. Give an account of Drug technical advisory board and drug inspectors.

II. Write Short Notes : Answer any THREE questions   (3 x 5 = 15)
   1. Write the salient features of poisons act.
   2. What are the different classes of license granted for sale of drugs?
   3. Describe the functions of pharmacy council of India.
   4. Mention the offences and penalties under Narcotic and psychotropic substances act.
   5. Write a note on essential commodities act.

III. Short Answers: Answer any TWO questions   (2X2.5 =5)
   1. Define new drug.
   2. What is MAPE?
   3. Describe schedule N.

SECTION – B
(PHARMACY BUSINESS MANAGEMENT)

I. Essay Questions :   Answer any ONE question   (1 x 20 = 20)
   1. Define personal management. Write an account on objectives and functions of personal management.
   2. Write a detailed account of scientific advertising media and its importance.

II. Write Short Notes : Answer any THREE questions   (3 x 5 = 15)
   1. What are the purposes and methods of training to the sales man/
   2. Write a brief account on inventory control methods.
   3. Outline the concept of management.
   4. What are the various channels of distribution in pharmaceutical marketing?
   5. Give a note on salesmanship.

III. Short Answers: Answer any TWO questions   (2 x 2.5 = 5)
   1. What is feedback information?
   2. Define "Market research".
   3. What is detailing?

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THIRD B.PHARM. DEGREE EXAMINATION
(Regulation 2004)
Candidates Admitted from 2004-05
Paper VI – FORENSIC PHARMACY AND PHARMACY BUSINESS MANAGEMENT
Q.P. Code : 564241

Time : Three hours   Maximum : 80 marks

Answer Section A and B in SEPARATE Answer Book.

SECTION – A
(FORENSIC PHARMACY)

I. Essay Questions :   Answer any ONE question.   (1 x 20 = 20)

1. Discuss about constitution of pharmacy council of India (PCI). Give the functions and duties of PCI?
2. Discuss the features of drugs and cosmetics act and rules.

II. Write Short Notes : Answer any THREE questions   (3 x 5 = 15)

1. Bonded laboratory.
2. Ethics for pharmacists.
3. Write a note on insecticide act.
4. Describe on the legal control over termination of pregnancy.
5. Give the qualification and duties of drug inspectors.

III. Short Answers: Answer any TWO questions   (2 x 2.5 = 5)

1. Magic remedies.
2. Spurious cosmetics.
3. Adulterated drug.

SECTION – B
(PHARMACY BUSINESS MANAGEMENT)

I. Essay Questions :   Answer any ONE question.   (1 x 20 = 20)

1. Explain the terms " Market Research" What are the various methods of conducting market research?
2. **a)** Explain the channel of distribution on pharmaceutical field and discuss its importance.
   b) Write the different types of salesman.

II. Write Short Notes : Answer any THREE questions   (3 x 5 = 15)

1. Explain the functions and principles of personal management.
2. Write briefly about communication process.
3. Explain the importance and quality of leadership.
4. Discuss the fundamental principles of insurance.
5. What is scientific advertising and how is it useful to the organization?

III. Short Answers: Answer any TWO questions   (2 x 2.5 = 5)

1. What is a patent?
2. Define mail order business.
3. Define bulk drug and distributor

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[KW 750]   **Sub. Code: 4241**

THIRD B.PHARM. DEGREE EXAMINATION
(Regulation 2004)
(For Candidates admitted from 2004–05 onwards)
Paper VI – FORENSIC PHARMACY AND PHARMACY
BUSINESS MANAGEMENT
Q.P. Code : 564241

Time : Three hours   **Maximum : 80 marks**

Answer Section A and B in SEPARATE Answer Book.

SECTION – A

(FORENSIC PHARMACY)

I. Essay Questions :   **Answer any ONE question.**   **(1 x 20 = 20)**

1. What are the qualifications for the appointment of drug inspectors? Explain the duties of drug inspectors and procedure for taking samples.
2. What are the minimum requirement of drug manufacturing units as per schedule M under drug and cosmetic Act 1940 and rules there under?

II. Write Short Notes :   **Answer any THREE questions**   **(3 x 5 = 15)**

1. Give the details of narcotic drugs. Prescribed in naecotic and psychotropic substances act.
2. Salient features of essential commodities Act.
3. New drug policy.
4. Prevention of cruelty to animal act.
5. Mention the labeling requirement of ayurvedic medicines.

III. Short Answers: **Answer any TWO questions**   **(2 x 2.5 = 5)**

1. Government Analysts.
2. Loan Licence.
3. Drugs technical advisory board (DTAB).

SECTION – B

(PHARMACY BUSINESS MANAGEMENT)

I. Essay Questions :   Answer any ONE question.   (1 x 20 = 20)

   1. Explain modern techniques involved in inventory control.

   2. Explain about sales promotion methods under taken at dealer's level as well as consumer's level in pharmaceutical industry.

II. Write Short Notes :   Answer any THREE questions   (3 x 5 = 15)

   1. Explain the advantage of "Market research".
   2. What are the various channels of distribution in pharmaceutical industry?
   3. Distinguish between departmental stores and multiple stores.
   4. What is scientific advertising and how it is useful to the organization.
   5. State the principles behind general insurance.

III. Short Answers: Answer any TWO questions   (2 x 2.5 = 5)

   1. International Trade.
   2. Define the term 'Coding'.
   3. Define 'Management'.

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[KX 750]   **Sub. Code: 4241**

THIRD B.PHARM. DEGREE EXAMINATION
(Regulation 2004)Candidates Admitted from 2004-05
Paper VI – FORENSIC PHARMACY AND PHARMACY BUSINESS MANAGEMENT
Q.P. Code : 564241

Time : Three hours   **Maximum : 80 marks**

Answer Section A and B in SEPARATE Answer Book.

SECTION – A
(FORENSIC PHARMACY)

I. Essay Questions :   **Answer any ONE question.**   **(1 X 20 = 20)**
1. Discuss about the shops and Establishments Act.
2. List out the schedules and respective descriptions as per the D & C Act.

II. Write Short Notes :   **Answer any THREE questions.**   **(3X 5 = 15)**
1. Significance of permission to conduct experiments on Animal from CPCSEA.
2. Code Pharmaceutical Ethics.
3. Schedule – W, X, G, R, P.
4. Loan License.
5. Insecticides Act.

III. Short Answers: **Answer any TWO questions.**   **(2X2.5 =5)**
1. Leave for Employees.
2. Adulterated drug.
3. Pricing of essential commodity.

SECTION – B
(PHARMACY BUSINESS MANAGEMENT)

I. Essay Questions :   **Answer any ONE question.**   **(1 X 20 = 20)**
1. a) Define 'Retailer', Classify Retailers.
   b) Super Market vs Hyper Market.
2. Significance of "Drug house management"

II. Write Short Notes :   **Answer any THREE questions.**   **(3X 5 = 15)**
1. Buying and Selling.
2. Record Keeping.
3. Communication and Motivation.
4. Mail order business.
5. Evaluation & Compensation to the Pharmacist.

III. Short Answers: **Answer any TWO questions.**   **(2X2.5 =5)**
1. Classification of contracts.
2. Inventory Control.
3. Patents.

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[KY 750]   **Sub. Code: 4241**

THIRD B.PHARM. DEGREE EXAMINATION

(Regulation 2004) Candidates Admitted from 2004-05

Paper VI – FORENSIC PHARMACY AND
PHARMACY BUSINESS MANAGEMENT

Q.P. Code : 564241

Time : Three hours   **Maximum : 80 marks**

Answer Section A and B in SEPARATE Answer Book.

SECTION – A

(FORENSIC PHARMACY)

I. Essay Questions :   **Answer any ONE question.**   **(1 x 20 = 20)**

1. Write an elaborate note on the prevention of cruelty to Animals act 1960.
2. Distinguish bonded manufactory from Non-Bonded manufactory. Write a detail note on the manufacture in Bonded Laboratory.

II. Write Short Notes :   **Answer any THREE questions.**   **(3 x 5 = 15)**

1. Joint State Pharmacy Council.
2. Drugs Technical Advisory Board.
3. Leave and wages for Employees under shops and Establishment act.
4. Prohibited Advertisements.
5. Patents Act.

III. Short Answers: **Answer any TWO questions.**   **(2 x 2.5 = 5)**

1. Schedule – J.
2. Opium derivatives and coca derivatives.
3. Distinguish Bulk drugs from Formulations.

SECTION – B

(PHARMACY BUSINESS MANAGEMENT)

I. Essay Questions :   **Answer any ONE question.**   **(1 x 20 = 20)**

1. a) What do you mean by personal selling? Write a brief note on the qualities required for a salesman.

   b) Discuss the role of Medical sales representatives in the promotion of Pharmaceutical Products.

2. Define Marketing Research. Enumerate various kinds of marketing research. Write a brief note on marketing research procedure.

II. Write Short Notes :   **Answer any THREE questions.**   **(3 x 5 = 15)**

1. Retail Departmental Store.
2. Entrepreneurship.
3. Compensation to the pharmacist.
4. Chain Stores.
5. Production Management.

III. Short Answers: **Answer any TWO questions.**   **(2 x 2.5 = 5)**

1. Inventory Control.
2. Objectives of sales promotion.
3. Mail order Business.

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(KZ 4272) **Sub. Code: 4272**

FOURTH B.PHARM. EXAMINATION
(Common to regulations 2004 – III year candidates)
PHARMACEUTICAL JURISPRUDENCE AND
PHARMACY BUSINESS MANGEMENT
Q.P. Code : 564272

Time : Three hours **Maximum : 100 marks**
Answer Section A and B in SEPARATE Answer Book.
SECTION – A
(PHARMACEUTICAL JURISPRUDENCE)

I. Long Essays **(1 x 20 = 20)**
  1. Write in brief about the Medical Termination of Pregnancy acts and Rules.

II. Short Notes **(4 x 5 = 20)**
  1. Discuss how sale price of bulk drug is fixed.
  2. Discuss in brief about the manufacture in Bonded Laboratory
  3. Write about the constitution and function of Drug Technical Advisory Board.
  4. Write in brief about the clinical trials for the import and manufacture of new drugs.

III. Short Answers **(5 x 2 = 10)**
  1. What is a patent?
  2. Define spurious drugs.
  3. What is a narcotic drug?
  4. What do you mean by Institutional Animals Ethics Committee?
  5. Define Advertisement.

SECTION – B
(PHARMACY BUSINESS MANGEMENT)

I. Long Essays **(1 x 20 = 20)**
  1. Write the various functions of marketing? Discuss in detail marketing risks
    and marketing finance.

II. Short Notes **(4 x 5 = 20)**
  1. Write in brief the classification and functions of wholesaler.
  2. What is planning? What are the elements of planning and write its importance.
  3. Write in brief the functions of production.
  4. Discuss about the objectives of advertising.

III. Short Answers **(5 x 2 = 10)**
  1. What do you mean by a Retailer?
  2. What is Inventory Control?
  3. What is Decision making?
  4. What do you mean by inventory control?
  5. Write about retail departmental store.

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