

[Total No. of Questions - 7] [Total No. of Printed Pages - 2]  
(2125)

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**B. Pharmacy (Ayurveda) 7th Semester Examination**

**Pharmaceutics Act, Rules, Regulations &  
Pharmaceutical Management (NS)**

**BPA-721**

**Time : 3 Hours**

**Max. Marks : 70**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Question No. 1 is compulsory and attempt any five questions from Question No. 2 to Question No. 7. Total questions to be attempted by student including question No. 1 are Six.

1. (a) Define the terms coca leaf and Opium.
- (b) Define the terms spurious drugs and misbranded cosmetics.
- (c) What is the objective of the poisons act?
- (d) Explain in brief code of pharmaceutical ethics.
- (e) Describe the constitution and functions of the Institutional Animal Ethics Committee.
- (f) Problems of productivity stores organization.
- (g) Advertisement to physicians.
- (h) Various issues of store and control of stores.
- (i) Wholesaler approach of marketing.
- (j) Selective and exclusive distribution. (2×10=20)

**[P.T.O.]**

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2. (a) What are the aims and objectives of the Pharmacy Act 1948 and describe in brief main features of the Act. (5)
- (b) State the offences and penalties related to import, export, transshipment of narcotic and psychotropic substances. (5)
3. (a) Give a brief account of the following :
  - (i) Retail sale of schedule X drugs
  - (ii) Schedule C, C1 drug (5)
- (b) Describe the constitution and functions of Drugs Technical Advisory Board. (5)
4. (a) Describe the history of drug legislation in India. (5)
- (b) Discuss plant layout and equipment commonly used in the Pharmaceutical Industry. (5)
5. (a) What is scientific purchasing? Explain in brief with application in pharmaceutical Industry. (5)
- (b) What are various functional areas of personnel management? Explain selection, training and job evaluation. (5)
6. What are different approaches of marketing? Explain institutional approach and manufacture's methods of marketing. (10)
7. Write short note on—
  - (a) Pricing and discount policies.
  - (b) Patent policies.
  - (c) Window and interior display.
  - (d) Budgetary control. (2.5×4=10)