

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. – SEMESTER – I • EXAMINATION – SUMMER • 2014

Subject Code: 2240002

Date: 19-05-2014

Subject Name: Dispensing Pharmacy II and Pharma Industrial Management

Time: 02:30 pm - 05:30 pm

Total Marks: 80

Instructions:

- 1. Attempt any five questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q.1	(a) Describes different types of buying techniques.	06
	(b) Write general functions of store department.	05
	(c) Give the comparison between wholesalers and retailers.	05
Q.2	(a) Explain various techniques of sales promotion.	06
	(b) Define salesmanship. Enumerate various steps of selling process. Differentiate advertisement and sales promotion.	05
	(c) Define direct and indirect selling. Differentiate departmental store and multiple shops.	05
Q.3	(a) Define ointment. Give ideal properties of ointment bases. Write merits and demerits of ointments over tablets.	06
	(b) Define cream and explain various types of it.	05
	(c) Comment: “White soft paraffin is choice of base for eye ointment”. Give difference between ointment and paste.	05
Q.4	(a) Define suppositories. Give types and limitations of it. Justify: “Theobroma oil is not base of choice for pessaries”.	06
	(b) Give the remedy to overcome incompatibility due to liquefaction.	05
	(c) Write note on error in administration and prescription.	05
Q.5	(a) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility.	06
	(b) Describe adverse drug reaction and contraindication with suitable example.	05
	(c) Explain alkaloid incompatibilities.	05
Q. 6	(a) Describe the possible drug-container interactions and explain chemical incompatibility due to precipitation by chemical reaction.	06
	(b) Give the reasons of oxidation of drugs. How to overcome auto-oxidation? What measures should pharmacist take while dispensing mixture of redox agents?	05
	(c) Explain personnel management.	05
Q.7	(a) Describes various functions of management.	06
	(b) Define motivation. Write its importance and limitations.	05
	(c) Explain level of management and write its importance.	05
