

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. – SEMESTER – IV • EXAMINATION – SUMMER • 2015

Subject Code: 2240002

Date: 25-05-2015

Subject Name: Dispensing Pharmacy II and Pharma Industrial Management

Time: 10:30 am - 01:30 pm

Total Marks: 80

Instructions:

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

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|-------------|--|-----------|
| Q.1 | (a) Classify the ointment bases. Discuss Properties of absorption bases in brief. | 06 |
| | (b) Define Physical Incompatibility with suitable examples. How will you overcome it? | 05 |
| | (c) Write a note on Displacement value. | 05 |
| Q.2 | (a) Classify the suppositories bases with suitable examples. Add a note on disadvantages of cocoa butter as a base. | 06 |
| | (b) Explain alkaloid incompatibilities. | 05 |
| | (c) Differentiate between cream and Paste. | 05 |
| Q.3 | (a) How will you handle the incompatibility of prescription <ol style="list-style-type: none">i) Soluble salicylate and benzoate with ferric chloride in a mixture.ii) Borax with sodium bicarbonate and Glyceriniii) Quinidine bisulphate with soluble iodides in mixture containing dil sulphuric acid. | 06 |
| | (b) Write a short note on gel. | 05 |
| | (c) Discuss on therapeutic incompatibilities. | 05 |
| Q.4 | (a) Define motivation. Write its importance and limitations. | 06 |
| | (b) Explain various techniques of sales promotion. | 05 |
| | (c) Discuss the Operative Management in detail. | 05 |
| Q.5 | (a) Write a note on barriers to entrepreneurship development. | 06 |
| | (b) What is management? Explain the various concepts of managements. | 05 |
| | (c) Discuss on financial management. | 05 |
| Q. 6 | (a) What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship. | 06 |
| | (b) Differentiate wholesale and retail sale. | 05 |
| | (c) Brief about the source of information of pharmaceutical marketing. | 05 |
| Q.7 | (a) Write a note on ethics of sales. | 06 |
| | (b) Discuss and give the layout plan for the channel of distribution of Pharmaceutical marketing | 05 |
| | (c) Discuss the function of wholesalers. | 05 |
