

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Pharm - SEMESTER– IV• EXAMINATION —SUMMER - 2018

Subject Code: 2240002

Date: 16/05/2018

Subject Name: Dispensing Pharmacy II and Pharma Industrial Management

Time: 10:30 AM TO 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) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. | 06 |
| | (b) Explain chemical incompatibility due to precipitation by chemical reaction. | 05 |
| | (c) Classify the suppositories bases with suitable examples. What are the disadvantages of cocoa butter as a base. | 05 |
| Q.2 | (a) Write a note on Displacement value with suitable example. | 06 |
| | (b) Give the remedy to overcome incompatibility due to liquefaction. | 05 |
| | (c) Comment: "White soft paraffin is choice of base for eye ointment". | 05 |
| Q.3 | (a) What are the sources of information of pharmaceutical marketing? | 06 |
| | (b) Give the reasons of oxidation of drugs and remedies to overcome the oxidation. | 05 |
| | (c) Write a note on ethics of sales. | 05 |
| Q.4 | (a) What is management? Explain the various concepts of managements. | 06 |
| | (b) What are absorption base? Write their characteristics. | 05 |
| | (c) What is the whitefield's ointment BP? Write comment on it. | 05 |
| Q.5 | (a) Write a general method for glycerol-gelatin suppositories. | 06 |
| | (b) Write the importance of record keeping in retail drug store. | 05 |
| | (c) Define direct and indirect selling. Give detail about multiple shops. | 05 |
| Q. 6 | (a) Explain the evaluation test for ointment dosage form. | 06 |
| | (b) Define leadership quality and give importance of it. | 05 |
| | (c) Write a short note on gel and give the example of gelling agent. | 05 |
| Q.7 | (a) Write in detail ointment made by chemical reaction. | 06 |
| | (b) What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship. | 05 |
| | (c) Explain alkaloid incompatibilities. | 05 |
