

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. – SEMESTER – IV • EXAMINATION – WINTER • 2014

Subject Code: 2240002

Date: 18-12-2014

**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) Explain tolerated incompatibility and adjusted incompatibility with suitable example.	06
	(b) Discuss the Importance of Determining Incompatibility	05
	(c) Write a short note on ethics of sales.	05
Q.2	(a) Give the ideal properties of ointment base.	06
	(b) Enumerate alkaloidal incompatibility. Explain any one.	05
	(c) Discuss and give the layout plan for the channel of distribution of Pharmaceutical marketing.	05
Q.3	(a) Define incompatibility. Discuss Therapeutic incompatibility.	06
	(b) Write a brief note on incompatibility of Non-metallic compound.	05
	(c) Write a note on precipitation yielding physical incompatibility.	05
Q.4	(a) Write the process of decision making theory.	06
	(b) Discuss suppository base.	05
	(c) Give the importance of planning in pharmaceutical marketing.	05
Q.5	(a) Differentiate wholesale and retail sale	06
	(b) Classify ointment base and explain one in brief.	05
	(c) Define Displacement value and give its importance.	05
Q. 6	(a) Explain the principles of management.	06
	(b) Write a short note on gel.	05
	(c) What is "Motivation"? Write significance of it.	05
Q. 7	(a) Write the principles of sales promotion.	06
	(b) Define leadership quality and give importance of it	05
	(c) Brief about the source of information of pharmaceutical marketing.	05
