

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

Subject Code: 2240002

Date: 31-12-2015

Subject Name: Dispensing Pharmacy - II & 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) 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 the specific problems and Evaluation of suppositories. | 05 |
| | (c) Give the differentiation between cream and Paste. | 05 |
| Q.3 | (a) How will you handle the incompatibility of prescription
i) Soluble salicylate and benzoate with ferric chloride in a mixture.
ii) Borax with sodium bicarbonate and Glycerin
iii) Quinidine bisulphate with soluble iodides in mixture containing dil sulphuric acid. | 06 |
| | (b) Differentiate between ointment and Paste. | 05 |
| | (c) Discuss on therapeutic incompatibilities. | 05 |
| Q.4 | (a) Explain the function of administrative Management. | 06 |
| | (b) Discuss the importance of entrepreneurship development. | 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) What do you mean by retail departmental store? | 05 |
| | (c) Discuss the types of pharmaceutical advertising. | 05 |
| Q.7 | (a) Write a note on ethics of sales. | 06 |
| | (b) Define. Channels of distribution. Explain the function of channels of distribution. | 05 |
| | (c) Discuss the function of wholesalers. | 05 |
