

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM – SEMESTER – 4- EXAMINATION –WINTER - 2018

Subject Code:2240002 **Date: 04/12/2018**
Subject Name: Dispensing Pharmacy II and Pharma Industrial Management
Time:02:30 PM TO 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.**

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|-------------|---|-----------|
| Q.1 | (a) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. | 06 |
| | (b) Discuss Therapeutic Incompatibility in detail | 05 |
| | (c) Explain in detail chemical incompatibility | 05 |
| Q.2 | (a) Classify the ointment bases. Discuss Properties of absorption bases in brief. | 06 |
| | (b) Write a note on Displacement value with suitable example. | 05 |
| | (c) Define cream and explain various types of it. | 05 |
| Q.3 | (a) What are the sources of information of pharmaceutical marketing? | 06 |
| | (b) Differentiate between ointment and Paste. | 05 |
| | (c) Discuss the Operative Management in detail. | 05 |
| Q.4 | (a) Write a note on financial marketing. | 06 |
| | (b) Write a note on barriers to entrepreneurship development. | 05 |
| | (c) Define motivation. Write its importance and limitations | 05 |
| Q.5 | (a) Write a note on ethics of sales. | 06 |
| | (b) Explain in detail about principles of sales promotion. | 05 |
| | (c) Explain in detail the functions of marketing. | 05 |
| Q. 6 | (a) What is the whitefield's ointment BP? Write comment on it. | 06 |
| | (b) What are absorption base? Write their characteristics. | 05 |
| | (c) Discuss the function of wholesalers. | 05 |
| Q.7 | (a) Define salesmanship. Differentiate advertisement and sales promotion. | 06 |
| | (b) Describes different types of buying techniques. | 05 |
| | (c) Explain the function of channels of distribution. | 05 |
