

Seat No.: _____

Enrolment No. _____

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.**

- 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 **06**
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.
(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**
