

GUJARAT TECHNOLOGICAL UNIVERSITY**B. Pharm. - SEMESTER– IV• EXAMINATION – SUMMER-2016****Subject Code:2240002****Date:25/05/2016****Subject Name: Dispensing Pharmacy II and Pharma. Industrial Management****Time: 10:30 AM to 1:30 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) Discuss Therapeutic Incompatibility in detail & its necessity to check. | 06 |
| | (b) Write a note on Displacement value. | 05 |
| | (c) Discuss suppository base | 05 |
| Q.2 | (a) Define Incompatibility & classify them with suitable example. | 06 |
| | (b) Define cream and explain various types of it. | 05 |
| | (c) Give different methods with examples to solve different physical incompatibility. | 05 |
| Q.3 | (a) Describe the possible drug-container interactions and explain chemical incompatibility due to precipitation by chemical reaction. | 06 |
| | (b) Explain alkaloid incompatibilities. | 05 |
| | (c) Discuss the Importance of Determining Incompatibility. | 05 |
| Q.4 | (a) Write the process of decision making theory. | 06 |
| | (b) Give the remedy to overcome incompatibility due to liquefaction. | 05 |
| | (c) Discuss the Operative Management in detail. | 05 |
| Q.5 | (a) Explain the principles of management. | 06 |
| | (b) Define motivation. Write its importance and limitations. | 05 |
| | (c) Explain in brief about functions of marketing. | 05 |
| Q. 6 | (a) Write a note on barriers to entrepreneurship development. | 06 |
| | (b) Brief about the source of information of pharmaceutical marketing. | 05 |
| | (c) Write general functions of store department. | 05 |
| Q.7 | (a) Classify the ointment bases. Discuss Properties of absorption bases in brief. | 06 |
| | (b) Write a note on types of middlemen. | 05 |
| | (c) Explain personnel management. | 05 |
