

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.**

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|-------------|---|-----------|
| <b>Q.1</b>  | (a) Explain tolerated incompatibility and adjusted incompatibility with suitable example.         | <b>06</b> |
|             | (b) Discuss the Importance of Determining Incompatibility   | <b>05</b> |
|             | (c) Write a short note on ethics of sales.  | <b>05</b> |
| <b>Q.2</b>  | (a) Give the ideal properties of ointment base.   | <b>06</b> |
|             | (b) Enumerate alkaloidal incompatibility. Explain any one.  | <b>05</b> |
|             | (c) Discuss and give the layout plan for the channel of distribution of Pharmaceutical marketing. | <b>05</b> |
| <b>Q.3</b>  | (a) Define incompatibility. Discuss Therapeutic incompatibility.                                  | <b>06</b> |
|             | (b) Write a brief note on incompatibility of Non-metallic compound.                               | <b>05</b> |
|             | (c) Write a note on precipitation yielding physical incompatibility.                              | <b>05</b> |
| <b>Q.4</b>  | (a) Write the process of decision making theory.  | <b>06</b> |
|             | (b) Discuss suppository base.   | <b>05</b> |
|             | (c) Give the importance of planning in pharmaceutical marketing.                                  | <b>05</b> |
| <b>Q.5</b>  | (a) Differentiate wholesale and retail sale   | <b>06</b> |
|             | (b) Classify ointment base and explain one in brief.  | <b>05</b> |
|             | (c) Define Displacement value and give its importance.  | <b>05</b> |
| <b>Q. 6</b> | (a) Explain the principles of management.   | <b>06</b> |
|             | (b) Write a short note on gel.  | <b>05</b> |
|             | (c) What is "Motivation"? Write significance of it.   | <b>05</b> |
| <b>Q. 7</b> | (a) Write the principles of sales promotion.  | <b>06</b> |
|             | (b) Define leadership quality and give importance of it   | <b>05</b> |
|             | (c) Brief about the source of information of pharmaceutical marketing.                            | <b>05</b> |

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