

**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.**

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|-------------|--|-----------|
| <b>Q.1</b>  | <b>(a)</b> Classify the ointment bases. Discuss Properties of absorption bases in brief.                                   | <b>06</b> |
|             | <b>(b)</b> Define Physical Incompatibility with suitable examples. How will you overcome it?                               | <b>05</b> |
|             | <b>(c)</b> Write a note on Displacement value  | <b>05</b> |
| <b>Q.2</b>  | <b>(a)</b> Classify the suppositories bases with suitable examples. Add a note on disadvantages of cocoa butter as a base. | <b>06</b> |
|             | <b>(b)</b> Explain the specific problems and Evaluation of suppositories.  | <b>05</b> |
|             | <b>(c)</b> Give the differentiation between cream and Paste.   | <b>05</b> |
| <b>Q.3</b>  | <b>(a)</b> How will you handle the incompatibility of prescription   | <b>06</b> |
|             | 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>(b)</b> Differentiate between ointment and Paste.   | <b>05</b> |
|             | <b>(c)</b> Discuss on therapeutic incompatibilities.   | <b>05</b> |
| <b>Q.4</b>  | <b>(a)</b> Explain the function of administrative Management.  | <b>06</b> |
|             | <b>(b)</b> Discuss the importance of entrepreneurship development.   | <b>05</b> |
|             | <b>(c)</b> Discuss the Operative Management in detail.   | <b>05</b> |
| <b>Q.5</b>  | <b>(a)</b> Write a note on barriers to entrepreneurship development.   | <b>06</b> |
|             | <b>(b)</b> What is management? Explain the various concepts of managements.  | <b>05</b> |
|             | <b>(c)</b> Discuss on financial Management.  | <b>05</b> |
| <b>Q. 6</b> | <b>(a)</b> What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship.                    | <b>06</b> |
|             | <b>(b)</b> What do you mean by retail departmental store?  | <b>05</b> |
|             | <b>(c)</b> Discuss the types of pharmaceutical advertising.  | <b>05</b> |
| <b>Q.7</b>  | <b>(a)</b> Write a note on ethics of sales.  | <b>06</b> |
|             | <b>(b)</b> Define. Channels of distribution. Explain the function of channels of distribution.                             | <b>05</b> |
|             | <b>(c)</b> Discuss the function of wholesalers.  | <b>05</b> |

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