

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. – SEMESTER – IV • EXAMINATION – WINTER • 2016

Subject Code: 2240002**Date: 21-10-2016****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) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. **06**
- (b) Explain chemical incompatibility due to precipitation by chemical reaction. **05**
- (c) Explain alkaloid incompatibilities. **05**
- Q.2** (a) Write a note on Displacement value with suitable example. **06**
- (b) Give the remedy to overcome incompatibility due to liquefaction **05**
- (c) Comment and give remedy for the following prescription. **05**
- R_x
- | | |
|----------------------|----------|
| Sodium Salicylate | 1 gm |
| Caffeine citrate | 0.650 gm |
| Purified water up to | 30 ml |
- Q.3** (a) Write a brief note on incompatibility of Non-metallic compound. **06**
- (b) Give the reasons of oxidation of drugs and remedies to overcome the oxidation. **05**
- (c) Discuss the Importance of Determining Incompatibility **05**
- Q.4** (a) Write in detail ointment made by chemical reaction. **06**
- (b) What are absorption base? Write their characteristics. **05**
- (c) What is the whitefield's ointment BP? Write comment on it. **05**
- Q.5** (a) Write a short note on gel and give the example of gelling agent. **06**
- (b) Write a general method for glycerol-gelatin suppositories. **05**
- (c) Define direct and indirect selling. Give detail about multiple shops. **05**
- Q. 6** (a) Give the source of information for pharmaceutical marketing **06**
- (b) Define leadership quality and give importance of it **05**
- (c) Write the importance of record keeping in retail drug store. **05**
- Q.7** (a) What is management? Explain the various concepts of managements. **06**
- (b) Define motivation. Write its importance and limitations **05**
- (c) Write a note on ethics of sales. **05**
