

**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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|-------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Q.1</b>  | (a) Discuss Therapeutic Incompatibility in detail & its necessity to check.                                                           | <b>06</b> |
|             | (b) Write a note on Displacement value.                                                                                               | <b>05</b> |
|             | (c) Discuss suppository base                                                                                                          | <b>05</b> |
| <b>Q.2</b>  | (a) Define Incompatibility & classify them with suitable example.                                                                     | <b>06</b> |
|             | (b) Define cream and explain various types of it.                                                                                     | <b>05</b> |
|             | (c) Give different methods with examples to solve different physical incompatibility.                                                 | <b>05</b> |
| <b>Q.3</b>  | (a) Describe the possible drug-container interactions and explain chemical incompatibility due to precipitation by chemical reaction. | <b>06</b> |
|             | (b) Explain alkaloid incompatibilities.                                                                                               | <b>05</b> |
|             | (c) Discuss the Importance of Determining Incompatibility.                                                                            | <b>05</b> |
| <b>Q.4</b>  | (a) Write the process of decision making theory.                                                                                      | <b>06</b> |
|             | (b) Give the remedy to overcome incompatibility due to liquefaction.                                                                  | <b>05</b> |
|             | (c) Discuss the Operative Management in detail.                                                                                       | <b>05</b> |
| <b>Q.5</b>  | (a) Explain the principles of management.                                                                                             | <b>06</b> |
|             | (b) Define motivation. Write its importance and limitations.                                                                          | <b>05</b> |
|             | (c) Explain in brief about functions of marketing.                                                                                    | <b>05</b> |
| <b>Q. 6</b> | (a) Write a note on barriers to entrepreneurship development.                                                                         | <b>06</b> |
|             | (b) Brief about the source of information of pharmaceutical marketing.                                                                | <b>05</b> |
|             | (c) Write general functions of store department.                                                                                      | <b>05</b> |
| <b>Q.7</b>  | (a) Classify the ointment bases. Discuss Properties of absorption bases in brief.                                                     | <b>06</b> |
|             | (b) Write a note on types of middlemen.                                                                                               | <b>05</b> |
|             | (c) Explain personnel management.                                                                                                     | <b>05</b> |

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