

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.

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|-------------|--|-----------|
| 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 |
