

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Pharm – SEMESTER IV– EXAMINATION – SUMMER 2017

Subject Code: 2240002**Date: 29/04/2017****Subject Name: Dispensing Pharmacy II and Pharma Industrial Management****Time: 02:30 PM to 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.

Q.1	(a) Define motivation. Write its importance and limitations.	06
	(b) Explain channel of distribution in pharmaceutical marketing.	05
	(c) Give the comparison between wholesalers and retailers.	05
Q.2	(a) Explain various techniques of sales promotion.	06
	(b) Describes planning and organization of management.	05
	(c) Explain personnel management.	05
Q.3	(a) Define ointment. Explain various types of ointment bases in brief.	06
	(b) Define cream and explain various types of it.	05
	(c) Comment: “White soft paraffin is choice of base for eye ointment”. Give difference between ointment and paste.	05
Q.4	(a) Give types and limitations of suppositories. Justify: “Theobroma oil is not base of choice for pessaries”.	06
	(b) Give the remedy to overcome incompatibility due to immiscibility.	05
	(c) Write note on pharmacodynamic interactions.	05
Q.5	(a) Define incompatibility. Enumerate various types of physical incompatibility and explain liquefaction.	06
	(b) Describe the possible drug-container interactions and explain chemical incompatibility due to precipitation by chemical reaction.	05
	(c) Explain alkaloid incompatibilities.	05
Q.6	(a) Write criteria for selection of semi-solid base. Give ideal properties of suppositories base.	06
	(b) Explain displacement value.	05
	(c) Differentiate departmental store and multiple shops.	05
Q.7	(a) Describes different types of buying techniques.	06
	(b) Define salesmanship. Differentiate advertisement and sales promotion.	05
	(c) Explain financial marketing.	05
