

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Pharm. – SEMESTER – I • EXAMINATION – SUMMER • 2014

Subject Code: 2240002

Date: 19-05-2014

Subject Name: Dispensing Pharmacy II and 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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|------------|--|-----------|
| Q.1 | (a) Describes different types of buying techniques. | 06 |
| | (b) Write general functions of store department. | 05 |
| | (c) Give the comparison between wholesalers and retailers. | 05 |
| Q.2 | (a) Explain various techniques of sales promotion. | 06 |
| | (b) Define salesmanship. Enumerate various steps of selling process. Differentiate advertisement and sales promotion. | 05 |
| | (c) Define direct and indirect selling. Differentiate departmental store and multiple shops. | 05 |
| Q.3 | (a) Define ointment. Give ideal properties of ointment bases. Write merits and demerits of ointments over tablets. | 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) Define suppositories. Give types and limitations of it. Justify: "Theobroma oil is not base of choice for pessaries". | 06 |
| | (b) Give the remedy to overcome incompatibility due to liquefaction. | 05 |
| | (c) Write note on error in administration and prescription. | 05 |
| Q.5 | (a) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. | 06 |
| | (b) Describe adverse drug reaction and contraindication with suitable example. | 05 |
| | (c) Explain alkaloid incompatibilities. | 05 |
| Q.6 | (a) Describe the possible drug-container interactions and explain chemical incompatibility due to precipitation by chemical reaction. | 06 |
| | (b) Give the reasons of oxidation of drugs. How to overcome auto-oxidation? What measures should pharmacist take while dispensing mixture of redox agents? | 05 |
| | (c) Explain personnel management. | 05 |
| Q.7 | (a) Describes various functions of management. | 06 |
| | (b) Define motivation. Write its importance and limitations. | 05 |
| | (c) Explain level of management and write its importance. | 05 |
