Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

B. Pharm. - SEMESTER - IV • EXAMINATION - SUMMER • 2015

Subj	ect N e: 10:	Code: 2240002 Date: 25-05-2015 Same: Dispensing Pharmacy II and Pharma Industrial Manageme 30 am - 01:30 pm Total Marks: 80 as:	ent
2.	Mal	empt any five questions. ke suitable assumptions wherever necessary. ares to the right indicate full marks.	
Q.1	(a) (b)	Classify the ointment bases. Discuss Properties of absorption bases in brief. Define Physical Incompatibility with suitable examples. How will you overcome it?	06 05
	(c)	Write a note on Displacement value.	05
Q.2	(a) (b)	Classify the suppositories bases with suitable examples. Add a note on disadvantages of cocoa butter as a base. Explain alkaloid incompatibilities.	06 05
	(c)	Differentiate between cream and Paste.	05
Q.3	(a)	 How will you handle the incompatibility of prescription i) Soluble salicylate and benzoate with ferric chloride in a mixture. ii) Borax with sodium bicarbonate and Glycerin iii) Quinidine bisulphate with soluble iodides in mixture containing dil sulphiric acid. 	06
	(b)	Write a short note on gel.	05
	(c)	Discuss on therapeutic incompatibilities.	05
Q.4	(a)	Define motivation. Write its importance and limitations.	06
	(b)	Explain various techniques of sales promotion.	05
	(c)	Discuss the Operative Management in detail.	05
Q.5	(a)	Write a note on barriers to entrepreneurship development.	06
	(b)	What is management? Explain the various concepts of managements.	05
	(c)	Discuss on financial management.	05
Q. 6	(a)	What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship.	06
	(b)	Differentiate wholesale and retail sale.	05
	(c)	Brief about the source of information of pharmaceutical marketing.	05
Q.7	(a)	Write a note on ethics of sales.	06
-	(b)	Discuss and give the layout plan for the channel of distribution of Pharmaceutical marketing	05
	(c)	Discuss the function of wholesalers.	05
