Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY B. Pharm. – SEMESTER – IV • EXAMINATION – WINTER • 2016

Subject Code: 2240002Date: 21-1Subject Name: Dispensing Pharmacy II and Pharma Industrial ManagementDate: 21-1			D -2016	
Time: 10:30 am - 01:30 pmTotal Marks: 80Instructions:1. Attempt any five questions.2. Make suitable assumptions wherever necessary.3. Figures to the right indicate full marks.				
Q.1	(a) (b) (c)	Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. Explain chemical incompatibility due to precipitation by chemical reaction. Explain alkaloid incompatibilities.	06 05 05	
Q.2	(a) (b) (c)	Write a note on Displacement value with suitable example.Give the remedy to overcome incompatibility due to liquefactionComment and give remedy for the following prescription. R_x Sodium Salicylate1 gmCaffeine citrate0.650 gmPurified water up to30 ml	06 05 05	
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	
