

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM - SEMESTER- 4 EXAMINATION – WINTER -2019

Subject Code: 2240002**Date: 17-12-2019****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.

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| Q.1 | (a) What are absorption bases? Write ideal characteristics of the same. | 06 |
| | (b) Give remedy to overcome liquefaction caused incompatibility. | 05 |
| | (c) Describe features of salesmanship. | 05 |
| Q.2 | (a) Define and classify incompatibility. Discuss chemical incompatibility. | 06 |
| | (b) Give the source of information for pharmaceutical marketing. | 05 |
| | (c) Which are the leadership qualities? Give their importance in management. | 05 |
| Q.3 | (a) Write a note on ethics of sales. | 06 |
| | (b) Classify semisolid dosage forms with example. | 05 |
| | (c) Give merits and demerits of ointments over tablets. | 05 |
| Q.4 | (a) Explain difference between ointment and paste. | 06 |
| | (b) Differentiate advertisement and sales promotion. | 05 |
| | (c) Explain the terms: 1) Synergism 2) Idiosyncrasy | 05 |
| Q.5 | (a) Define cream and discuss types of it. | 06 |
| | (b) Discuss the functions of wholesalers. | 05 |
| | (c) Explain displacement value with suitable example. | 05 |
| Q. 6 | (a) Write a short note on gel. | 06 |
| | (b) Which are the five thumb rules of buying? | 05 |
| | (c) Define motivation with its importance and limitations. | 05 |
| Q.7 | (a) Elaborate the process of decision-making theory. | 06 |
| | (b) Write a note on evaluation of semisolid dosage forms. | 05 |
| | (c) Discuss suppository bases. | 05 |
