

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

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

**Subject Code: 2240002****Date: 09-05-2019****Subject Name: Dispensing Pharmacy II and Pharma Industrial Management****Time: 10:30 AM TO 01:30 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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|-------------|-----|---|-----------|
| <b>Q.1</b>  | (a) | Define incompatibility. Enumerate various types of physical incompatibility and explain immiscibility.          | <b>06</b> |
|             | (b) | Give the remedy to overcome incompatibility due to liquefaction.  | <b>05</b> |
|             | (c) | Give the reasons of oxidation of drugs and remedies to overcome the oxidation.                                  | <b>05</b> |
| <b>Q.2</b>  | (a) | Define ointment. Explain various types of ointment bases in brief.  | <b>06</b> |
|             | (b) | What is the whitefield's ointment BP? Write comment on it.  | <b>05</b> |
|             | (c) | Differentiate between ointment and Paste.   | <b>05</b> |
| <b>Q.3</b>  | (a) | Explain tolerated incompatibility and adjusted incompatibility with suitable example.                           | <b>06</b> |
|             | (b) | Classify the suppositories bases with suitable examples. Add a note on disadvantages of cocoa butter as a base. | <b>05</b> |
|             | (c) | Explain the specific problems and Evaluation of suppositories.  | <b>05</b> |
| <b>Q.4</b>  | (a) | Explain the evaluation test for ointment dosage form.   | <b>06</b> |
|             | (b) | Define Displacement value and give its importance.  | <b>05</b> |
|             | (c) | Write in detail ointment made by chemical reaction.   | <b>05</b> |
| <b>Q.5</b>  | (a) | Explain the principles of management.   | <b>06</b> |
|             | (b) | Write a short note on gel and give the example of gelling agent.  | <b>05</b> |
|             | (c) | What is "Motivation"? Write significance of it.   | <b>05</b> |
| <b>Q. 6</b> | (a) | Brief about the source of information of pharmaceutical marketing.  | <b>06</b> |
|             | (b) | Write a note on barriers to entrepreneurship development.   | <b>05</b> |
|             | (c) | Explain the function of administrative Management.  | <b>05</b> |
| <b>Q.7</b>  | (a) | Discuss the function of wholesalers.  | <b>06</b> |
|             | (b) | Discuss on financial Management.  | <b>05</b> |
|             | (c) | Discuss the types of pharmaceutical advertising.  | <b>05</b> |

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