

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.PHARM – SEMESTER – 4- EXAMINATION –WINTER - 2018

Subject Code:2240002**Date: 04/12/2018****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.**

- Q.1** (a) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. **06**
(b) Discuss Therapeutic Incompatibility in detail **05**
(c) Explain in detail chemical incompatibility **05**
- Q.2** (a) Classify the ointment bases. Discuss Properties of absorption bases in brief. **06**
(b) Write a note on Displacement value with suitable example. **05**
(c) Define cream and explain various types of it. **05**
- Q.3** (a) What are the sources of information of pharmaceutical marketing? **06**
(b) Differentiate between ointment and Paste. **05**
(c) Discuss the Operative Management in detail. **05**
- Q.4** (a) Write a note on financial marketing. **06**
(b) Write a note on barriers to entrepreneurship development. **05**
(c) Define motivation. Write its importance and limitations **05**
- Q.5** (a) Write a note on ethics of sales. **06**
(b) Explain in detail about principles of sales promotion. **05**
(c) Explain in detail the functions of marketing. **05**
- Q. 6** (a) What is the whitefield's ointment BP? Write comment on it. **06**
(b) What are absorption base? Write their characteristics. **05**
(c) Discuss the function of wholesalers. **05**
- Q.7** (a) Define salesmanship. Differentiate advertisement and sales promotion. **06**
(b) Describes different types of buying techniques. **05**
(c) Explain the function of channels of distribution. **05**
