

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Pharm - SEMESTER- IV • EXAMINATION –SUMMER - 2018

Subject Code: 2240002**Date: 16/05/2018****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.**

- Q.1** (a) Define incompatibility. Enumerate various types of physical incompatibility and explain insolubility. **06**
- (b) Explain chemical incompatibility due to precipitation by chemical reaction. **05**
- (c) Classify the suppositories bases with suitable examples. What are the disadvantages of cocoa butter as a base. **05**
- Q.2** (a) Write a note on Displacement value with suitable example. **06**
- (b) Give the remedy to overcome incompatibility due to liquefaction. **05**
- (c) Comment: “White soft paraffin is choice of base for eye ointment”. **05**
- Q.3** (a) What are the sources of information of pharmaceutical marketing? **06**
- (b) Give the reasons of oxidation of drugs and remedies to overcome the oxidation. **05**
- (c) Write a note on ethics of sales. **05**
- Q.4** (a) What is management? Explain the various concepts of managements. **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 general method for glycerol-gelatin suppositories. **06**
- (b) Write the importance of record keeping in retail drug store. **05**
- (c) Define direct and indirect selling. Give detail about multiple shops. **05**
- Q. 6** (a) Explain the evaluation test for ointment dosage form. **06**
- (b) Define leadership quality and give importance of it. **05**
- (c) Write a short note on gel and give the example of gelling agent. **05**
- Q.7** (a) Write in detail ointment made by chemical reaction. **06**
- (b) What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship. **05**
- (c) Explain alkaloid incompatibilities. **05**
