

GUJARAT TECHNOLOGICAL UNIVERSITY
B. Ph. SEM- IV EXAMINATION – SUMMER -2022

Subject Code:2240002**Date: 14/07/2022****Subject Name: Dispensing Pharmacy II & Pharma Industrial Management****Time: 10:30AM TO 1:30PM****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) Write a general method for glycerol-gelatin suppositories. **05**
- (c) Discuss in detail method of preparation of cocoa butter suppositories. **05**
- Q.2** (a) How will you handle the incompatibility of prescription **06**
- 1 Soluble salicylate and benzoate with ferric chloride in a mixture
- 2 Borax with sodium bicarbonate and Glycerin
- (b) Write in detail ointment made by chemical reaction with suitable example. **05**
- (c) Write a short note on gel. **05**
- Q.3** (a) Classify the suppositories bases with suitable examples. What are the disadvantages of cocoa butter as a base? **06**
- (b) Differentiate between ointment and Paste. **05**
- (c) Classify the ointment bases. Discuss Properties of water soluble bases in brief. **05**
- Q.4** (a) What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship. **06**
- (b) What do you mean by retail departmental store? **05**
- (c) Discuss the types of pharmaceutical advertising. **05**
- Q.5** (a) Explain the function of channels of distribution. Discuss the factors affecting choice of a channel of distribution. **06**
- (b) What is management? Explain the various concepts of management. **05**
- (c) Differentiate between advertisement and sales promotion. **05**
- Q. 6** (a) Explain Market Research. Write about methods of Market Research. **06**
- (b) Define buying. Discuss in detail five thumb rules of buying. **05**
- (c) Discuss the qualities of a good salesman. **05**
- Q.7** (a) Explain tolerated incompatibility and adjusted incompatibility with suitable example. **06**
- (b) Define direct and indirect selling. Give detail about multiple shops. **05**
- (c) Give differences between wholesalers and retailers. **05**
