

GUJARAT TECHNOLOGICAL UNIVERSITY
B.Pharm– SEMESTER-IV EXAMINATION – WINTER -2021

Subject Code:2240002**Date: 17/02/2022****Subject Name: Dispensing Pharmacy II and Pharma Industrial Management****Time: 02:30pm to 05:30pm****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 Physical Incompatibility with suitable examples. Discuss methods to solve it. **06**
(b) Classify the suppositories bases with suitable examples. Write disadvantages of cocoa butter as a base. **05**
(c) Discuss on therapeutic incompatibilities. **05**
- Q-2** (a) Comment: “White soft paraffin is choice of base for eye ointment”.
“Theobroma oil is not base of choice for pessaries” **06**
(b) Enumerate alkaloidal incompatibility. Explain any one **05**
(c) Give the ideal properties of ointment base. **05**
- Q-3** (a) Explain various techniques of sales promotion. **06**
(b) Write a note on barriers and importance to entrepreneurship development. **05**
(c) Explain the principles of management. **05**
- Q-4** (a) Discuss channel of distribution of Pharmaceutical marketing. **06**
(b) Differentiate wholesale and retail sale. **05**
(c) Write a short note on gel and give the example of gelling agent **05**
- Q-5** (a) Define leadership quality and give importance of it **06**
(b) Discuss the Operative Management in detail. **05**
(c) Differentiate between cream, Paste and gels. **05**
- Q-6** (a) Give the reasons of oxidation of drugs. How to overcome auto-oxidation? What measures should pharmacist take while dispensing mixture of redox agents? **06**
(b) Write a note on Displacement value with its method of calculations. **05**
(c) Write general functions of store department. **05**
- Q-7** (a) Discuss on financial managements. **06**
(b) Discuss the types of pharmaceutical advertising. **05**
(c) Write a note on ethics of sales **05**
