Seat No.: Enrolment No.
-------------------------

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

B. Pharm. - SEMESTER - IV • EXAMINATION - WINTER • 2015

Subject Code: 2240002 Date: 31-12-2015 Subject Name: Dispensing Pharmacy - II & Pharma Industrial Management Time: 02:30 pm - 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) (b)	Classify the ointment bases. Discuss Properties of absorption bases in brief. Define Physical Incompatibility with suitable examples. How will you overcome it?	06 05
	<b>(c)</b>	Write a note on Displacement value	05
Q.2	(a)	Classify the suppositories bases with suitable examples. Add a note on disadvantages of cocoa butter as a base.	06
	(b) (c)	Explain the specific problems and Evaluation of suppositories. Give the differentiation between cream and Paste.	05 05
Q.3	(a)	<ul> <li>How will you handle the incompatibility of prescription</li> <li>i) Soluble salicylate and benzoate with ferric chloride in a mixture.</li> <li>ii) Borax with sodium bicarbonate and Glycerin</li> <li>iii) Quinidine bisulphate with soluble iodides in mixture containing dil sulphiric acid.</li> </ul>	06
	(b) (c)	Differentiate between ointment and Paste. Discuss on therapeutic incompatibilities.	05 05
Q.4	(a) (b) (c)	Explain the function of administrative Management. Discuss the importance of entrepreneurship development. Discuss the Operative Management in detail.	06 05 05
Q.5	(a) (b) (c)	Write a note on barriers to entrepreneurship development. What is management? Explain the various concepts of managements. Discuss on financial Management.	06 05 05
Q. 6	(a)	What are the stages of pharmaceutical salesmanship? Write down the features of salesmanship.	06
	(b) (c)	What do you mean by retail departmental store? Discuss the types of pharmaceutical advertising.	05 05
Q.7	(a) (b)	Write a note on ethics of sales.  Define. Channels of distribution. Explain the function of channels of distribution.	06 05
	(c)	Discuss the function of wholesalers.	05

\*\*\*\*\*