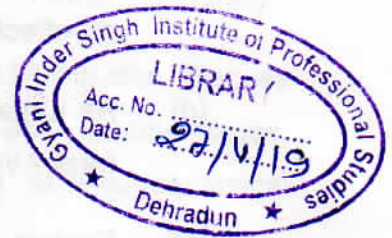

**B. Pharmacy 7th
Semester
Question Paper
2018-2019**

Odd Semester Examination 201-19

B.PHARMA. (SEMESTER-VII)



PHARMACEUTICAL MANAGEMENT

Time: 03:00 Hours

Max Marks : 100

Note : Attempt **all** questions, each question carry equal marks.

Q.1 Attempt any **four** of the following :

(5X4=20 Marks)

- Explain the concept of Management. Add a note on the principles of management.
- Write a detail note on various skills required for an Entrepreneurship development
- Define Product management? Add a note on various techniques and importance of production planning and control.
- Explain "Space management optimization is the key to success of an organization" ?
- Discuss various levels of Management? Explain the role of different people at each level of Management.

Q2. Attempt any **four** of the following .:

(5X4=20 Marks)

- Define Communication? What is the purpose of communication in an enterprise? Differentiate between oral communication and written communication.
- "The principles of Scientific Management makes the beginning of Management movement". Discuss the statement bringing out clearly the broad principles of scientific management.

- (c) Discuss Leadership. What are the qualities of a leader should possess to become an effective leader.
- (d) As a management leader what problems would you face in motivating your work force? What measures would you adopt to overcome them?
- (e) Explain the term "Decision Making". Discuss the steps involved in decision making. Write its salient features.

Q3. Attempt any **four** of the following :

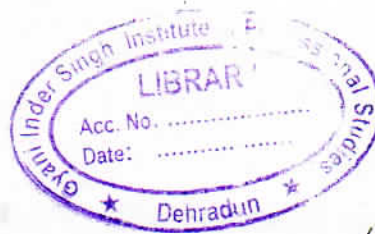
(5X4=20 Marks)

- (a) Define the term 'Economics'. Discuss its main branches and different types of economic activities.
- (b) Explain the term 'Demand'. What is demand curve? Mention the factors which influence the demand for a commodity?
- (c) Explain the Law of Supply with the help of supply schedule and supply curve?
- (d) Describe procedure of importing goods to India. State the nature of documents requires for the same.
- (e) Write short note on:
 - (i) Various types of cash book
 - (ii) Marshalling of Balance Sheet.

Q4. Attempt any **two** of the following :

(10X2=20 Marks)

- (a) Define Retail Trade. Give its characteristics. What is the difference between retailer and wholesaler in relation to Pharmaceutical marketing?
- (b) What do you mean by Sales Promotion? A Pharmaceutical company is interested in promoting an analgesic tablet. Outline the nationwide promotion campaign using various promotion tools.
- (c) What is Market Research? Discuss the nature, Significance of market research in modern business with a special reference to Pharmaceutical industry. Explain briefly the method of conducting a market research.



Q5. Attempt any **four** of the following :

(10X2=20 Marks)

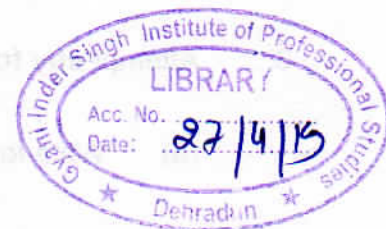
- (a) Explain in detail by means of a chart, the channels of Distribution. Discuss about a retail department store's advantages and disadvantages. Enumerate the important channels of distribution in Pharmaceutical Marketing.
- (b) What is salesmanship? Enlist various qualities of a salesman. Describe salesmanship in Pharmaceutical industry? How it differs from salesmanship of ordinary goods?
- (c) Discuss the goals of Supply Chain Management. Write various key benefits of SCM. Explain the whole process of SCM in detail.

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3rd 4th

PHR-702

1301



Odd Semester Examination 2018-19

B.Pharma. (Semester-VII)

PHARMACEUTICAL BIO-PHARMACEUTICS AND PHARMACOKINETICS

Time: 03:00 Hours

Max Marks : 100

Note : Attempt all questions, each question carry equal marks.

1. Attempt **any four** of the following : (5×4=20)

- (a) Explain term pharmacokinetic in brief.
- (b) Explain different mode of drug absorption.
- (c) Explain biopharmaceutical classification system.
- (d) Define the term volume of distribution.
- (e) Discuss different types of barriers for distribution of drugs.

2. Attempt **any four** of the following : (5×4=20)

- (a) Explain protein-drug binding and its kinetic.
- (b) Explain with example-facilitated diffusion.
- (c) Enlist different factors affecting absorption.
- (d) Define compartment modeling and also explain the term "open compartment".
- (e) Define non-linear pharmacokinetic.

3. Attempt **any four** of the following :

(5×4=20)

- (a) Write for distribution coefficient.
- (b) Discuss methods for bioavailability measurement.
- (c) Explain the terms C_{max} , t_{max} , AUC, CL, *in vitro-in vivo* correlation.
- (d) Write short note on drug-drug interaction with suitable example.
- (e) Explain different factors affecting distribution of drug.

4. Attempt **any two** of the following :

(10×2=20)

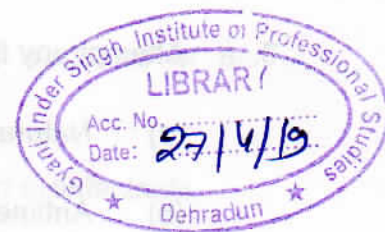
- (a) Explain the rate-determining steps responsible for distribution of drug molecules with suitable examples.
- (b) Explain the term bioavailability and the factors affecting bioavailability.
- (c) What is bioequivalence and its types and how they measure ?

5. Attempt **any two** of the following :

(10×2=20)

- (a) What is the rationality for dose adjustment? Write dose adjustment for renal failure condition.
- (b) What is the physical significance of drug concentration in plasma?
- (c) What are the different methods use for estimation of absorption rate constant (K_a) of drug?

----- X -----

**Odd Semester Examination 2018-19****B.Pharma. (SEMESTER-VII)****MEDICINAL CHEMISTRY-III****(Pharmaceutical Chemistry-VIII)****Time: 03:00 Hours****Max Marks :100.****Note :** Attempt all questions. Each question carry equal marks.

1. Attempt any **four** of the following : [5×4=20]
 - (a) Explain mode of action and structure activity relationship of sulfa drugs.
 - (b) Write Classification of antifungal drugs with structural example for each class.
 - (c) Give the chemical classification of anti- tuberculosis drug, discuss SAR of Isoniazid.
 - (d) Write about quinolines antimalarial drugs and their mode of action.
 - (e) Discuss chemistry of prostaglandins with complete SAR. Write synthesis of Misoprostol.

2. Attempt any **four** of the following : [5×4=20]
 - (a) Define hypoglycemic agents and write classification of oral hypoglycemic agents with structural example.
 - (b) Write structure activity relationship of sulphonyl urea.
 - (c) Write Classification of sulfa drugs and role of combination of drugs.
 - (d) Write notes on different mechanism by which antifungal drugs act.
 - (e) Write structure activity relation of cephalosporins or penicillins.

3. Attempt any **four** of the following : [5×4=20]

- (a) Natural anticancer agents
- (b) Antimetabolites
- (c) Antithyroid drugs with structural examples.
- (d) First line and second line anti-TB drugs
- (e) Nucleoside reverse transcriptase inhibitors

4. Attempt any **two** of the following : [5×4=20]

- (a) Define antibiotics. Write structure activity relationship of tetracycline antibiotics and discuss effects of pH and Metals.
- (b) What is HIV infection; classify the drugs useful against this infection. Discuss the chemistry of acyclovir.
- (c) Discuss about steroidal hormones, describe nomenclature and stereo chemistry of steroids.

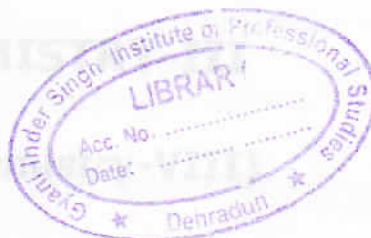
5. Attempt any **two** of the following : [5×4=20]

(a) Write synthesis and uses of following drugs (Do any **five**) :

- (i) Clotrimazole
- (ii) Lamivudine
- (iii) Tolbutamide
- (iv) Ethambutol
- (v) Clavulanic acid
- (vi) Nalidixic acid
- (vii) Cholroquine
- (viii) Carbaprost.

- (b) Write classification of anticancer drug; describe MOA and synthesis of 5-Fluorouracil and Chlorambucil.
- (c) Write short notes on anthelmintics, amoebicides, antiseptics and disinfectants.

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4th

PHR-704

1196

Odd Semester Examination 2018-19

B.PHARMA (SEMESTER-VII)

PHARMACOLOGY-III



Time: 03:00 Hours

Max Marks : 100

Note : Attempt any **five** questions, each question carry equal marks.

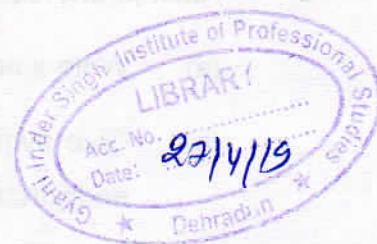
1. Discuss the principal involved in bioassay. Explain the official method of bioassay of oxytocin. (20 Marks)
2. Classify cephalosporins and discuss the Pharmacology of 3rd generation cephalosporin. (20 Marks)
3. Explain mode of action, uses and adverse effects of oral contraceptive pills. (20 Marks)
4. Give the physiological role of thyroid hormones. Classify ant thyroid drugs with example. (20 Marks)
5. Classify Sulfonamides and discuss the pharmacology of Cotrimoxazole. (20 Marks)
6. Discuss the treatment of Tuberculosis in detail. (20 Marks)
7. Discuss the Chemotherapy of Cancer in detail. (20 Marks)
8. Write short answers (any **four**) : (5x4=20Marks)
 - (a) Oral hypoglycemic agents
 - (b) Organophosphorous poisoning
 - (c) General Principles of Chemotherapy
 - (d) Principles of treatment of poisoning
 - (e) Multi-drug resistance

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Odd Semester Examination 2018-19

B.Pharma. (SEMESTER-VII)

PHARMACOGNOSY-IV



Time: 03:00 Hours

Max Marks : 100

Note: Attempt all questions. Each question carry equal marks.

1. Attempt **anyfour** of the following:

[5×4=20]

- (a) Define the term Alkaloids. Classify alkaloids on the basis of their chemical nature.
- (b) Discuss general chemical test for identification of Alkaloids.
- (c) Write botanical source, chemical constituents and uses of rauwolfia.
- (d) Draw a well-labeled diagram of transverse section of nux-vomica.
- (e) Draw the chemical structure of any four of the following:
 - (i) Morphine
 - (ii) Atropine
 - (iii) Caffeine
 - (iv) Quinine
 - (v) Reserpine
 - (vi) Ephedrine

2. Attempt **anyfour** of the following: [5×4=20]

- (a) Write a note on Vasaka.
- (b) Give synonyms, biological source, chemical constituents and uses of Ephedra and Kurchi.
- (c) Explain production of primary and secondary metabolites in plants.
- (d) Give biosynthesis of Quinoline alkaloids.
- (e) Write a note on Shikimic acid pathway for biosynthesis of secondary metabolites.

3. Attempt **anyfour** of the following: [5×4=20]

- (a) Define Enzymes. Write a note on papaine.
- (b) Write a note on plant sweeteners.
- (c) Give biological source, method of preparation, identification test and uses of Hyalluronidase and Diastase.
- (d) Give explanatory note on plant bitters with examples.
- (e) Write down complete pharmacognosy of a drug containing tropane alkaloids.

4. Attempt **anytwo** of the following: [10×2=20]

- (a) Explain in detail worldwide trade of ginseng and liquorice.
- (b) Discuss the role of aromatic and medicinal plants in India's economy.
- (c) Give worldwide trade and utilization of plant laxatives.

5. Attempt **any two** of the following: [10×2=20]

- (a) Give an account on the various application of plant cell culture in secondary metabolite production.
- (b) Write an explanatory note on nutritional requirement for plant tissue culture.
- (c) Define the term plant tissue culture. Explain various types of media employed in plant tissue culture.