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MVE-001

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES
MANAGEMENT (PGDPSM)**

Term-End Examination

June, 2020

**MVE-001 : INTRODUCTION TO ANATOMY,
PHYSIOLOGY AND PHARMACEUTICAL
CHEMISTRY**

Time : 3 Hours

Maximum Marks : 75

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. (a) Draw the structure of a neuron and briefly describe its physiological properties. 8
- (b) Describe the mechanisms of action of Cathartics, Purgatives and Laxatives. 7
2. (a) Describe the diseases arising from dysfunctioning of the pancreas. 8

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- (b) Define 'drug'. What is meant by the 'activity' of a drug ? 7
3. (a) Describe any *two* disorders of the digestive system. 8
- (b) Describe any *four* physiological ions in the body. 7
4. (a) Differentiate between the following : 8
- (i) Geometrical and Optical isomerism
- (ii) Glaucoma and Cataract
- (b) What are the various modes for transmission of water-borne diseases ? Discuss any *two* water-borne diseases. 7
5. (a) Describe the different types of joints found in the human body. 7
- (b) Describe any *four* groups of phytoconstituents of medicinal importance. 8
6. (a) Write the chemical structures of any *four* of the following : 2 each
- (i) Chlorobenzene

- (ii) Propyl benzene
- (iii) Phenyl ethanol
- (iv) Naphthalene
- (v) 3-Nitro-pyridine
- (vi) 1, 2-dimethyl benzene

(b) Define any *four* of the following in two/three sentences : 7

- (i) Antacids
- (ii) Astringents
- (iii) Caustics
- (iv) Buffer
- (v) Emollients
- (vi) Toxoids

7. (a) Describe the Bronsted-Lowry concept of acids and bases giving suitable example. 7
- (b) Name various parameters used in physical methods of drug evaluation. 8

8. Write short notes on any *three* of the following : 5 each

- (i) Herbal Drug Interaction
- (ii) Acquired immunity
- (iii) Disorders of male sex organs
- (iv) Chromatography
- (v) AIDS