

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

**Term-End Examination**

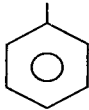
**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 75*

*Note : Attempt any five questions.*

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1. (a) What are the different types of herbal drug formulation. Describe any one of these. 7
- (b) What are parenteral dosage forms. Describe any two of the quality control tests for parenterals. 8
2. (a) What are topical agents ? Give classification of Topical agents and describe any two. 9
- (b) Define a functional group. Name the functional group present in the following compounds (any four). 6
- (i)  $\text{CH}_3\text{CHO}$                       (ii)  $\text{CH}_3\text{COOH}$
- $\text{OH}$
- (iii)  $\text{CH}_3\text{OH}$                       (iv) 
- (v)  $\text{CH}_3\text{NH}_2$                       (vi)  $\text{CH}_3\text{NO}_2$

3. (a) Define isomerism. What are the two main types of stereo-isomerism? Give an example for each. 7
- (b) Name any six classes of phytoconstituents and describe any two constituents. 8
4. (a) Define Pharmacopoeia. What are the objectives of Indian Pharmacopoeial commission. 5
- (b) Describe with the help of a well labelled diagram the conduction system of heart. 5
- (c) Define blood and describe with the help of diagrams various types of WBC found in it. 5
5. (a) Define Bronsted Lowry theory for acids and bases giving an example for each. 5
- (b) Give the role of buffers in pharmacy. 5
- (c) What do you mean by antacids? Write down the advantages of combinations. 5
6. (a) Discuss the process of acute inflammation in body as a protective response. 6
- (b) Describe four disorders of cardio vascular system. 4
- (c) What are vector borne diseases? Discuss any two of them. 5
7. (a) Explain with the help of a diagram, how perception of vision takes place. 5

- (b) Describe the hormones secreted from anterior pituitary. 10
8. (a) Give an outline figure showing the various divisions of the nervous system. Describe the autonomic nervous system. 7.5
- (b) Give any four disorders of the joints. 7.5
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