

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 75

Note : Attempt *any five* questions. *All* questions carry *equal* marks.

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| 1. | (a) | List the principles of GLP. | 5 |
| | (b) | What are the main objectives of Indian Pharmacopoeia commission ? | 5 |
| | (c) | Define immunity. Briefly describe the types of acquired immunity. | 5 |
| 2. | (a) | Define joints. Describe the different types of synovial joints. | 5 |
| | (b) | Briefly describe any five water borne diseases. | 5 |
| | (c) | Discuss the Bronsted - Lowry concept of defining acids and bases. | 5 |
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| 3. | (a) | Define the term 'drugs'. Discuss the significance of drugs obtained from natural products. | 5 |
| | (b) | List any four physiological ions. What is the role of physiological ions in the body ? | 5 |
| | (c) | What is stereoisomerism ? How was it related to the "Thalidomide Tragedy" ? | 5 |
| 4. | (a) | Define GCP. What is Helsinki Declaration ? | 5 |
| | (b) | How is haemolytic anaemia different from iron deficiency anaemia ? Explain with the help of a suitable example. | 5 |
| | (c) | Discuss the microscopic technique involved in evaluation of crude drugs. | 5 |
| 5. | (a) | Describe in brief about sexually transmitted infections. | 5 |
| | (b) | What is the role of CRO ? Specify the purposes of trial monitoring. | 5 |
| | (c) | Where is the thyroid gland located in the human body ? List the hormones secreted by this gland and describe briefly any two disorders associated with its malfunctioning. | 5 |
| 6. | (a) | Describe various methods used for extraction of crude drugs. | 5 |
| | (b) | What is adverse drug reaction ? Explain with the help of a suitable example. | 5 |

- (c) Fill in the blanks : 5
- (i) Father of medicine is _____.
 - (ii) Essential oils are extracted from _____.
 - (iii) In thin layer chromatography, the stationary phase is generally _____ supported over glass or aluminium plates.
 - (iv) Carbohydrates consist of carbon, hydrogen and oxygen in which the ratio of hydrogen to the oxygen is _____.
 - (v) The visible range in the electromagnetic spectrum lies between _____ nm and _____ nm.
7. (a) What is meant by SAR ? Discuss the main aims of SAR. 5
- (b) Differentiate between Myopia and Hypermetropia. 5
- (c) Discuss various types of chronic inflammation. 5
8. Write short notes on **any three** : 5x3=15
- (a) Herbal cosmetics
 - (b) Antacids
 - (c) Drug - nutrient interaction
 - (d) Scope of pharmacognosy
 - (e) Neoplasms
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