

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

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 75

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

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| 1. | (a) Describe cell membrane with the help of Fluid Mosaic Model. | 5 |
| | (b) What are topical agents in medicine ? Describe any two classes of topical agents. | 5 |
| | (c) Define G.C.P. Give any four principles of G.C.P | 5 |
| 2. | (a) Describe different phases of Menstrual cycle. | 10 |
| | (b) Define a buffer solution. Discuss its role in pharmaceutical sciences. | 5 |
| 3. | (a) Differentiate between Synthetic drugs and the drugs obtained from natural products. List three advantages of synthetic drugs over the drugs from natural sources. | 5 |
| | (b) Describe briefly Adverse Drug reaction. | 5 |
| | (c) Differentiate between spermatogenesis and oogenesis. | 5 |

4. (a) Discuss "Helsinki Declaration". 10
 (b) Describe the importance of SAR in pharmaceutical chemistry. 5
5. (a) Describe the physiology of vision with the help of suitable diagram. 10
 (b) Describe any two physical techniques used for the isolation and purification of phytoconstituents. 5
6. (a) What is the composition of Institutional Review Board/Independent Ethics Committee? 5
 (b) Define Cathartics and laxatives. Give any two mechanisms by which these compounds act. 5
 (c) Differentiate between : 5
 (i) Benign and Malignant tumours.
 (ii) Configurational and Conformational isomerism.
7. (a) Describe the composition of blood. 10
 (b) Discuss any two quality control test for tablets. 5
8. Write short notes on **any three** : 5x3=15
 (a) Sexually Transmitted Diseases.
 (b) Adrenal gland and its hormones.
 (c) Air borne diseases.
 (d) Role of free radicals in cell injury.
 (e) Passive immunization.