

POST GRADUATE DIPLOMA IN PHARMACEUTICAL SALES MANAGEMENT
(PGDPSM)

Term-End Examination

December, 2019

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.

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1. (a) List the four different techniques of spectrophotometry and describe any two. 8
(b) What is GLP ? In the context of GLP describe the following : 7
 - (i) QAP (Quality Assurance Programme)
 - (ii) SOP's (Standard Operating Procedures)

 2. (a) Draw the structure of a neuron and describe the functions of the Nervous System. 8
(b) What is CRO and what are the purposes of trial monitoring ? 7

 3. (a) Differentiate between : 8
 - (i) Spermatogenesis and oogenesis.
 - (ii) Configurational and conformational isomerism.
(b) List the different types of deliberate adulterations and describe any two types. 7

 4. (a) Describe cell membrane with the help of fluid mosaic model. 7
(b) What are topical agents ? Describe any two classes of topical agents. 8

 5. (a) Elaborate the terms SAR and QSAR. Write the importance of SAR in pharmaceutical chemistry. 8
(b) Describe the diseases arising from the dysfunctioning of the thyroid gland. 7

6. (a) Give the functional groups of any seven of the following : 7
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|--------------|----------------|-----------------------|
| (i) Alkene | (ii) Ether | (iii) Carboxylic acid |
| (iv) Amine | (v) Nitro | (vi) Aldehyde |
| (vii) Phenol | (viii) Alcohol | (ix) Ester |
- (b) Describe any four disorders of the Respiratory System. 8
7. (a) What is immunity ? List its types and describe any one type in brief. 8
- (b) List the quality control tests for 'parenterals' and describe any two in brief. 7
8. Write short notes on any three : 3x5=15
- (a) Cardiac Cycle
 - (b) Schedule Y of Drugs and Cosmetics Act
 - (c) Role of free radicals in injury
 - (d) Sexually transmitted diseases
 - (e) Physiology of vision
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