

No. of Printed Pages : 3

MVE-001

**POST GRADUATE DIPLOMA IN
PHARMACEUTICAL SALES
MANAGEMENT (P. G. D. P. S. M.)**

Term-End Examination

December, 2020

**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.

1. (a) Describe geometrical or optical isomerism and give *two* examples. 7
- (b) Describe cell membrane with the help of "Fluid Mosaic Model". 8
2. (a) Describe briefly the cardiac cycle and name any *four* diseases of the heart. 8
- (b) Explain GLP and list any *five* principles of GLP. 7

3. (a) Define buffer solution and describe its significance in pharmacy. 7
- (b) Differentiate between the following : 8
- (i) Hypothyroidism and hyperthyroidism
- (ii) Arteries and veins
4. (a) List the disorders of the urinary system and describe any *one*. 7
- (b) Describe the physiology of menstruation. 8
5. (a) Describe the types of neurons that form the nervous system. 8
- (b) Describe Thalidomide tragedy. 7
6. (a) List the quality control tests for tablet forms and describe any *two* tests. 7
- (b) What are the various modes of transmission of air borne diseases ? Describe pneumonia as an air borne disease. 8
7. (a) Define Pharmacognosy and explain its scope. 7

[3]

(b) Explain any *two* of the following : 8

(i) Bronsted and Lowry concept of acid and base

(ii) Lewis acid-base

(iii) Arrhenius acids and bases

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

5×3=15

(a) Synthetic drugs

(b) Passive immunisation

(c) Cell injury

(d) Myopia

(e) Drug adulteration