

No. of Printed Pages : 3

MVE-001

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

Term-End Examination

December, 2023

**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) Draw a labelled diagram of heart and explain the cardiac cycle. 8
- (b) Draw the structure of neuron. Explain the physiological properties of nerve. 7
2. (a) Explain the role of glands associated with digestive system. 8
- (b) Illustrate male reproductive system with diagram. 7

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3. (a) Write a short note on cell injury and explain the role of free radicals. 5
- (b) Distinguish between the following : $5 \times 2 = 10$
- (i) Hypertrophy and Hyperplasia
- (ii) Anaemia and Leukemia
4. Describe any *two* of the following : $7\frac{1}{2} \times 2 = 15$
- (i) Airborne diseases (any *three*)
- (ii) Anatomy of Eye (with diagram)
- (iii) Neoplasms
5. (a) Explain the concept of pH. What are the electrolytes used for replacement therapy ? 8
- (b) Give features of International non-proprietary names. 7
6. (a) Describe synthetic drugs and discuss their advantages. 7
- (b) What are adulterated drugs ? Give reasons for adulteration. 8

[3]

7. (a) How is drug evaluated ? Discuss any *three* techniques involved in its evaluation or standardization. 10
- (b) Describe herbal drug interaction giving *two* examples. 5
8. (a) Explain any *seven* principles and requirements of GLP. 8
- (b) Give a detailed account of quality control tests for pharmaceutical dosage forms. 7