

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

Term-End Examination

December, 2013

**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) | Describe any two physical techniques used for the isolation and purification of phytoconstituents. | 5 |
| | (b) | What is Contract Research Organisation and what are the purposes of trial monitoring? | 5 |
| | (c) | Draw a well labelled diagram of the transverse section of the spinal cord. | 5 |
| 2. | (a) | Discuss the physiology of urine formation with the help of a diagram. | 5 |
| | (b) | Describe Thalidomide Tragedy. | 5 |
| | (c) | List the four different techniques of spectrophotometry and explain any one in brief. | 5 |
| 3. | (a) | Write any five principles of Good Clinical Practises. | 5 |
| | (b) | What is Inflammation ? Describe the four chemical inflammatory mediators. | 5 |
| | (c) | How do free radicals induce cell injury ? | 5 |

4. (a) Describe any four water borne communicable diseases caused by single celled organisms. 8
- (b) Describe in brief the structure activity relationship (SAR)? Give its importance in pharmaceutical chemistry. 7
5. (a) With the help of a suitable diagram, describe the physiology of vision. 5
- (b) Describe any two quality control tests for parenterals/ injectable dosage forms. 5
- (c) Describe any two disorders of the cardiovascular system. 5
6. Write short notes on any three : 5x3=15
- (a) White Blood Cells.
- (b) Evaluation of suppositories
- (c) Schedule Y of Drugs and Cosmetics Act
- (d) Leukemia
- (e) Good Laboratory Practices(GLP)
7. (a) Differentiate between
- (i) Hypothyroidism and Hyperthyroidism. 5
- (ii) Benign tumours and Malignant tumours.
- (b) Define the term immunity and describe passive immunity. 5
- (c) Describe the mechanisms of herbal - drug interaction. 5
8. (a) What are then advantages of synthetic drugs over the natural sources ? 5
- (b) Give any five techniques employed for evaluation of crude drugs. 5
- (c) Give the classification of topical agents, with examples. 5
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