

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

00700

**Term-End Examination
December, 2010**

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

Time : 3 hours

Maximum Marks : 75

Note : Attempt any five questions. All carry equal marks.

1. (a) Draw a well labelled diagram of a human cell. 5
- (b) Define 'blood' and describe various types of white blood cells found in it. 5
- (c) Define Pharmacopoeia. Describe various objectives of Indian Pharmacopoeia commission. 5

2. (a) List and describe the various sections of the stomach. Give a well labelled diagram of the stomach showing its internal features. 5
- (b) List the 3 parts of the ear and describe any one of them. 5
- (c) With the help of a well labelled diagram describe the 3 divisions of brain. 5

3. (a) Name the parts of internal female reproductive system and describe any two of them. 6
- (b) Define GCP. Give any 4 principles of GCP. 4
- (c) Discuss different parts of adrenal gland and its hormones. 5
4. (a) Describe the process of acute inflammation in the body as a protective response. 5
- (b) What are Vector- borne diseases ? Discuss any one of them. 4
- (c) Describe any four disorders of Cardio Vascular System. 6
5. (a) Write a note on passive immunisation. 5
- (b) Describe the Arrhenius and Lewis concepts of acids and bases. 5
- (c) Give the full forms of the following : 5
- (i) IEC
- (ii) IRB
- (iii) SOP
- (iv) GLP
- (v) IB

6. (a) Classify topical agents and describe any two of them. 5
- (b) Give structure of any 5 of the following : 5
- (i) 4 - Bromotoluene
 - (ii) Anthracene
 - (iii) 1,4 - Dimethyl benzene.
 - (iv) Chlorobenzene
 - (v) 4 - Nitrophenol
 - (vi) Naphthalene
 - (vii) Butyl benzene.
- (c) What is optical isomerism ? Differentiate between R & S- configurational isomers. 5
7. (a) What is the importance of SAR in pharmaceutical chemistry ? 5
- (b) Describe various methods used for the extraction of crude drugs. 6
- (c) Give the chemical tests of alkaloids and saponins. 4
8. (a) What is Drug evaluation ? Describe the Microscopic Evaluation. 5
- (b) Describe the mechanism of Herbal Drug Interaction in terms of altered pharmacokinetics. 5
- (c) Describe any two quality Control tests for parenterals. 5