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Total Number of Pages : 02

B. Pharm  
BP801T

**8<sup>th</sup> Semester Regular / Back Examination: 2021-22**  
**BIOSTATISTICS AND RESEARCH METHODOLOGY**  
**BRANCH(S): B. Pharma**

**Time : 3 Hour**

**Max Marks : 75**

**Q.Code : J014**

**Answer Question No.1 (Part-1) which is compulsory, any seven from Part-II and any two from Part-III.**

**The figures in the right hand margin indicate marks.**

**Part-I**

**Q1 Answer the following questions :**

**(2×10)**

- What is positive correlation and negative correlation?
- Write down any two important properties of Normal Distribution Curve.
- Find the Median and Range, given the weight of five tablets ( in mg.)  
101.8 103.2 104.0 102.5 103.5
- Explain the Type I error of the tests of significance.
- Write the formula of the t-test used to test the significance of between means of two independent samples.
- Identify the Non Parametric tests out of Wilcoxon Rank Sum Test, t-test, F-test and Friedman Test.
- Name at least two software programs used for statistical analysis.
- Draw one Bar chart with example.
- Write about need of research.
- What do you mean by mosaic and direct plagiarism?

**Part-II**

**Q2 Focused-Short Answer Type Questions- (Answer Any Seven)**

**(5 × 7)**

- Write short notes on Binomial Distribution.
- Write short notes on scatter diagram method on correlation analysis.
- A new drug is given to 10 animals and the reduction in BP is measured and given below. The manufacturer claims that the reduction in BP due to the drug is less than 15 mmHg. Test whether the producer's claim is true?  
Reduction in BP(in mmHg): 15 18 14 08 20 13 17 21 16 18  
Given table value of 't' at 10% level and 9 d.f. is 1.38.
- Write short notes on Probability.
- Write short notes on Regression Line Y on X.
- What is sample size? How to determine sample size?
- Write short notes on response surface plot and counter plot.
- Write about observational versus interventional studies. What do you mean by prospective and retrospective cohort studies?
- Write short notes on 2<sup>2</sup> Factorial Design.

**Part-III**

**Long Answer Type Questions (Answer Any Two)**

- Q3** Write in details about measures of central tendencies (Mean, Median and Mode). **(10)**
- Q4** Write in details about the ANOVA. **(10)**
- Q5** . Write in details about structure/ layout of research report. **(10)**
- Q6** Write in details about different types of in-formal and formal experimental design. **(10)**

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B. Pharm  
BP802T

8<sup>th</sup> Semester Regular / Back Examination: 2021-22  
SOCIAL AND PREVENTIVE PHARMACY

Branch: B. PHARMA

Time : 3 Hours

Max Marks : 75

Q.Code : J007

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2×10)

- Define disease.
- Name the different determinants of health.
- What is 'Iceberg Phenomenon' regarding disease.
- Write the causative agent of lymphatic filariasis.
- Differentiate drug addiction & drug abuse with examples.
- Write down the four important function of PHC.
- Name the causative agent of SARS and write any two preventive measures for it.
- Write shortly about the WHO recommendation for balanced diet.
- What is personal hygiene?
- Write down the causative agent and mode of transmission of Ebola virus disease.

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any Seven)

(5×7)

- Write a note on impact poverty on health.
- Briefly enumerate about the pulse polio programme and its impact on the nation.
- Briefly discuss about the socio-cultural factors related to health
- Write down the national programme for the health of geriatric people.
- Write a note on national mental health programme.
- Briefly discuss about the rural sanitation and how it can be improved through community services.
- Briefly describe about the National malaria prevention programme.
- Write a note on universal immunization programme.
- Write down how the school health can be improved through health promotion & education.

Part-III

Long Answer Type Questions (Answer Any Two)

Q3 Briefly describe about the different indicators for evaluation of public health.

(10)

Q4 Define hypertension. Write the causative factors, sign & symptoms, prevention & control of Hypertension.

(10)

Q5 Write down the causes, clinical features, prevention & control of cancer.

(10)

Q6 Describe briefly about National AIDS control programme with reference to the present scenario.

(10)

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B. Pharm  
BP803ET

8<sup>th</sup> Semester Regular/Back Examination: 2021-22  
PHARMA MARKETING MANAGEMENT

BRANCH(S): B. Pharma

Time: 3 Hour

Max Marks: 75

Q. Code: J045

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

- Part-I**
- Q1** Answer the following questions: (2×10)
- a) Define Pharmaceutical marketing.
  - b) What are various types of market targeting?
  - c) What is the difference between product line and product mix?
  - d) What do you mean by demographic description of consumer?
  - e) State promotional mix and its significance.
  - f) What are the roles of National Pharmaceutical Pricing Authority?
  - g) What should be the communication skills of a Pharma sales representative?
  - h) How do you define an OTC product?
  - i) Write the process of pharmaceutical sampling.
  - j) What are different causes of channel conflicts?
- Part-II**
- Q2** Focused-Short Answer Type Questions- (Answer Any Seven) (5×7)
- a) Differentiate between marketing and selling?
  - b) What are the factors affecting consumers buying behavior?
  - c) Describe various phases of product life cycle (PLC).
  - d) What do you mean by market segmentation?
  - e) How does personal selling aid in promoting sales?
  - f) Illustrate the objectives and features of Drug Price Control Order.
  - g) How do the prescribe habit of the physician be influenced by the sales representative?
  - h) Add a note on global marketing with suitable example.
  - i) Explain vertical and horizontal marketing.
- Part-III**
- Q3** Long Answer Type Questions (Answer Any Two) (10)
- Define marketing. Discuss in detail about general concept and scope of marketing.
- Q4** What do you mean by pharmaceutical detailing? Explain the duties of a pharmaceutical sales representative. (10)

257 **Q5** 257 Explain various promotional strategies to improve the sale of pharmaceutical products. (10) 257

**Q6** 257 Discuss several pharmaceutical marketing channels in detail and its strategic importance. (10) 257

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B. Pharm  
BP809ET

8<sup>th</sup> Semester Regular / Back Examination 2021-22

COSMETIC SCIENCE

BRANCH(S): B. PHARMA

Time : 3 Hour

Max Marks : 75

Q.Code : J036

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions : (2×10)**

- Define cosmetics as per Indian regulations and European Union.
- Differentiate cosmetics and cosmeceuticals product.
- Why cosmetics are quasi drugs?
- What is product information file? Write its importance.
- Define comedogenic and dermatitis. Name the types of dermatitis.
- What is SPF? Give example
- How is skin hydration measured?
- Write the causes of acne.
- Write the cosmetic application of turmeric and aloe Vera.
- What is hair combing properties.

**Part-II**

**Q2 Focused-Short Answer Type Questions- (Answer Any Seven) (5×7)**

- Discuss the growth cycle of hair
- Discuss the different skin conditions and its causes. How you keep your skin in good condition?
- Describe the evolution of cosmeceuticals from cosmetics.
- Discuss the basic structure of hair. Write the three types of hairs found in human beings.
- Define hair conditioner. Discuss the type of hair conditioners.
- Discuss the general ingredients used in moisturizing cream.
- Discuss the causes and factors responsible for dry skin. Write in brief about the preventive measures of dry skin.
- Explain the mechanism of action of deodorants.
- What is TEWL and how it is measured.

**Part-III**

**Long Answer Type Questions (Answer Any Two)**

**Q3** Name the excipients used in cosmetics formulation. Classify the surfactants and discuss the application in cosmetics. **(10)**

**Q4** Discuss the common problems of oral cavity. **(10)**

**Q5** Describe the structure and functions of skin with neat diagram. **(10)**

**Q6** Discuss the BIS general specification of Shampoo. **(10)**