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Total Number of Pages : 02

Course: B.Pharma
Sub_Code: BP801T

8th Semester Regular/Back Examination: 2022-23
SUBJECT: Biostatistics and Research Methodology
BRANCH(S): B.Pharm
Time : 3 Hour
Max Marks : 75
Q.Code : M004

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 x 10)

- Explain the Type-I and Type-II error of the Test of Significance.
- Differentiate between statistic and parameter in Biostatistics.
- Define and give the formula of standard deviation.
- In a distribution, the Mode and Mean are 25 and 28 respectively. Find out the value of median.
- Give the mode for the following data set 200, 205, 205, 201, 199, 195, 202, 205, 205, 207 with justification.
- Define Equally likely events in probability.
- Define a Pie chart.
- Define and explain the term "Level of significance".
- Define Descriptive and Inferential statistics.
- Give the formula for Binomial distribution.

Part-II

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

- Write a brief note on Student t-test.
- Write a note on Least significant Difference.
- Write a note on the different properties of a Normal Distribution Curve.
- Write a note on ANOVA and write the F ratio table for One way ANOVA.
- Write short notes on (a) Experimental Research (b) Ethnographic Research
- Write notes on Karl Pearson method of Correlation analysis.
- Give the regression equation of Y on X and X on Y for the following data set

X- 6 2 8 4 10

Y- 7 9 5 6 8

- Define population and sampling in Biostatistics. Write a note on different types of sampling.
- Write a note on the advantages of 2^2 factorial design.

Part-III

Long Answer Type Questions (Answer Any Two)

- Q3** a) Differentiate between Parametric and Non-Parametric Tests. (5)
b) Write a brief note on Wilcoxon Rank Sum Test and Kruskal-Wallis test. (5)
- Q4** Write a brief note on (10)
(a) Need for Research
(b) Plagiarism
- Q5** Write Short notes on (10)
(a) Histogram
(b) Cubic graph
(c) Counter Plot graph
- Q6** To study the performance of three different formulations of a drug and three different water temperatures the following dissolution readings were obtained with the equipment (10)

WATER TEMPERATURE	A	B	C
Cold Water	47	45	50
Warm Water	39	42	52
Hot Water	44	36	48

Perform a 2 Way ANOVA , using 5% level of significance
(Given- $F_{0.05}(2,4) = 6.94$)

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Course: B. Pharm
Sub_Code: BP802T

8th Semester Regular/Back Examination: 2022-23
SUBJECT: SOCIAL AND PREVENTIVE PHARMACY
BRANCH(S): Pharmacy
Time : 3 Hour
Max Marks : 75
Q. Code: M015

Answer Question No.1 (Part-I) 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 x 10)

- What are the causative agents of malaria?
- What is Anemia? Mention the reasons of anemia.
- What are the mode of transmission of Covid?
- What are avoidable habits? Give two examples.
- What is IDSP? Mention the significance.
- Expand the term NVBDCP. Write the role of it.
- Write the treatment protocol of Filariasis.
- A person is having deficiency of vitamin B12. What possible diseases he/she is likely to suffer?
- Write the cause and symptoms of Whooping cough.
- Write shortly on national leprosy control programme.

Part-II

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

- Write short note on EVD.
- Write short note on National Family welfare program.
- Give a detail idea on drug abuse and drug addiction.
- Write a note on personal Hygiene and its importance.
- What do you mean by Balanced Diet? Write the Table for Adult and Children.
- How to prevent Malnutrition in India?
- Write briefly on Aids Control Program of India.
- Write the functions of PHC.
- Write Short note on NRHM.

Part-III

Long Answer Type Questions (Answer Any Two)

- Q3** Write Briefly on impact of poverty on Health and Diseases. (10)
- Q4** Write the cause, symptoms, mode of transmission and treatment of Cholera. (10)
- Q5** What is immunization? Give a detail report on universal immunization Programme. (10)
- Q6** Write the role of WHO in relation to national programs of India. (10)

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Course: B.Pharm
Sub Code: BP803ET

8th Semester Regular/Back Examination: 2022-23

SUBJECT: Pharma Marketing Management

BRANCH(S): B. Pharma

Time: 3 Hour

Max Marks: 75

Q. Code: M037

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 x 10)

- a) How do you define pharmaceutical marketing?
- b) What are the social factors associated with consumer?
- c) What do you mean by Physician's sample?
- d) What do you mean by demographic description of consumer?
- e) Differentiate between product line and product mix.
- f) What is the importance of personal selling?
- g) What is the use of journal and sampling in promotion?
- h) How do you define an OTC product?
- i) Differentiate between retailer and wholesaler.
- j) What are different causes of channel conflicts?

Part-II

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

- a) Differentiate between marketing and selling.
- b) Explain in detail on different elements of competitive analysis.
- c) Add a note on various phases of product life cycle.
- d) What do you mean by market segmentation?
- e) Discuss several pharmaceutical marketing channels in detail.
- f) Enlist the objectives and features of Drug Price Control Order.
- g) Write down the functions of NPPA.
- h) Add a note on global marketing with suitable example.
- i) What are different objectives of pricing?

Part-III

Long Answer Type Questions (Answer Any Two)

- Q3** Define marketing. Explain in detail about general concept and scope of marketing. (10)
- Q4** Describe in detail about various stages of new product development and product branding. (10)
- Q5** Discuss various pricing methods and strategies to be considered when selling a product or service. (10)
- Q6** What do you mean by pharmaceutical detailing? Explain the duties of a pharmaceutical sales representative. (10)

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Course: B.Pharm
Sub Code: BP809ET

8th Semester Regular/Back Examination: 2022-23

SUBJECT: Cosmetic Science

BRANCH(S): B. Pharma

Time: 3 Hour

Max Marks: 75

Q.Code: M031

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 x 10)

- Mention the various phases of hair growth cycle.
- Discuss about the various components of conditioning shampoo.
- Explain about the significance of SPF 15 and MED 10.
- Define cosmetics as per Indian and EU regulations.
- Classify cosmetic excipients with examples.
- What are the hair combing properties?
- Mention the causes of sensitive teeth.
- Justify, cosmetics as quasi drugs.
- Define blemishes, wrinkles, acne, prickly heat and body odor.
- Give a list of Para-phenylenediamine based hair dye.

Part-II

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

- Classify humectants used in hair care products.
- Discuss the common problem associated with teeth and gums.
- Explain the procedure for testing a very water resistant sun screen products.
- Mention the BIS specification and analytical methods for shampoo.
- Classify skin type as per Fitzpatrick system of classification.
- Give the comparison between soap and syndet.
- Discuss about the mechanism of action of different types of antiperspirants and deoderants.
- Discuss about the composition and functions of anti-dandruff shampoo.
- Mention the essential components of toothpaste for bleeding gums.

Part-III

Long Answer Type Questions (Answer Any Two)

- Q3** Write down the composition, procedure of preparation, applications, advantages and disadvantages of moisturizing cream and cold cream. (10)
- Q4** Discuss in details about the role of Henna, Neem, Aloe and Turmeric in cosmetics. (10)
- Q5** Explain in details about basic structure and function of skin and hair. (10)
- Q6** Explain in details about the cosmetic problems associated with Hair and scalp. (10)