

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

**Term-End Examination**

**December, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 75*

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

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1. (a) How does the Arrhenius concept of acids and bases differ from Bronsted-Lowry concept ? Explain the difference between them. 8
- (b) Enlist the organs of digestive system and describe the absorption of food from Gastro-Intestinal Tract (GIT). 7
2. (a) Discuss any *two* disorders of pancreas and blood with suitable examples. 4+4

- (b) What are the basic cell tissues that occur in our body ? Describe any *two* types in brief. 7
3. (a) What is immunization ? Compare between active and passive immunization. 10
- (b) Describe the physiology of vision with the help of a diagram. 5
4. (a) Write a short note on Helsinki declaration. 6
- (b) Describe any *three* quality control tests for capsules or emulsions. 9
5. (a) List reasons for drug adulteration. Explain deliberate adulteration. 8
- (b) Define extraction and briefly describe various extraction methods for isolation of substances from crude drugs. 7
6. (a) Enlist any *eight* functional groups with their class and structural formula. 8
- (b) Define drug. Give an account of drugs with suitable examples. 7

7. (a) Describe any *two* water-borne diseases. 7
- (b) Write notes on the following : 8
- (i) Epilepsy
- (ii) Alzheimer's disease
8. (a) Differentiate between the following :

$$2 \times 2 \frac{1}{2} = 5$$

- (i) Spermatogenesis and Oogenesis
- (ii) Myocardial infarction and Angina pectoris
- (b) Classify topical agents and briefly describe them giving examples. 10

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