

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-15th (2023-2025)****First Year, Term 1 End Term Examinations, November 2023****CC – 627 Pharmacology and Therapeutic Management****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains one printed page/s.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A**(Maximum Marks: 5)****Q1. Answer the following:**

- (a). Provide examples of parenteral routes of drug administration. (1)
- (b). Calculate the appropriate dose of paracetamol for a child weighing 17.5 kg when the standard adult dose is 500 mg twice a day. (1)
- (c). What term is used to describe the point at which a drug reaches the systemic circulation after administration? (1)
- (d). What does the half-life of a drug describe in pharmacology? (1)
- (e). What is the common term used to refer to Gastroesophageal Reflux Disease (GERD)? (1)

Part B**(Maximum Marks: 15)****Answer the following questions:**

- Q2.** Explain about Peptic Ulcer Disease (PUD), its common causes, and the management strategies. (5)
- Q3.** Define autocoids, explain their medical uses, and provide important medicinal classifications. (5)
- Q4.** Describe the management of bacterial infections and discuss the issue of antibiotic resistance. (5)

Part C**(Maximum Marks: 30)****Answer the following questions, in detail:**

- Q5.** Discuss the concept of "Pharmacological Product Profile" and its significance. Create a product profile for "Montelukast" [Product details- tablet: 10mg OD, patent expiry: 3/8/2012, market value: INR 4.03 billion, CAGR: 11 %, Shelf life: 3yr, Protein binding: 99%, metabolized by: cyt 450 CYP 2C8, t_{1/2}: 4hr]. (15)
- Q6.** Provide a detailed description of disease management for a) Bronchial asthma, b) Hypertension, and c) Diabetes mellitus. (15)