

D. PHARMACY SECOND YEAR EXAMINATION, NOVEMBER 2023
EDUCATION REGULATIONS ER 2020

COMMUNITY PHARMACY & MANAGEMENT (Question Paper code: 171120233)
(Subject Code: 20221)

Time: Three hours

Maximum marks: 80

Note: 1. Answer all the questions.
 2. Draw diagrams wherever necessary

1x5 = 5

I. Fill in the blanks

- 1) The superscription of a prescription is represented by a symbol _____
- 2) _____ analysis is based on the critical values and shortage cost of the item.
- 3) Pharmacist providing quality pharmacy services to every patient is known as _____
- 4) _____ type of communication requires the participation of both the speaker and listener.
- 5) The most effective way to address patient's emotional concerns is to use emphatic responses also called as _____.

1 x 5 = 5

II. Choose the correct answer

- 1) The process of initial receiver communicating back to the original sender his/her understanding of the sender's message is called as _____
 (a) Information (b) Message (c) Feedback (d) None of the above
- 2) The minimum area required for establishing a retail drug store is _____
 (a) 100 sq.m. (b) 10 sq.m (c) 15 sq.m. (d) 150 sq.m.
- 3) A book in which transactions are recorded daily as they occur is _____
 (a) Cash book (b) Petty cash book (c) Day book (d) :Ledger
- 4) Auxiliary labels are also called as _____
 (a) Pictograms (b) Mammogram (c) Echogram (d) None of the above
- 5) Lack of information which leads to patient not taking medicine is called as
 (a) Adverse effect (b) Poor adherence (c) Medication error (d) Social effect

1 x 5 = 5

III. Match the following

	A	B
1	Signatura	Electronic health record
2	Lung volume	Directions to the patients
3	Digital health	Non prescription drugs
4	Subscription	Spirogram
5	OTC	Directions to the Pharmacist

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IV. Write very short answers

- 1) Tidal volume
- 2) Examples of OTC drugs
- 3) Patient counselling
- 4) Vendor audit
- 5) Patient information leaflet

1 x 5 = 5

V. Write Short Answers on ANY TEN of the following

- 1) Define PILs and give its uses.
- 2) Role of Pharmacist in promoting safe practices during self medication.
- 3) Pain management
- 4) Define cash book and mention any 3 types of cash book
- 5) List out any four strategies to improve patient pharmacist relationship in medication adherence
- 6) What is a pictogram? Give 2 examples
- 7) ABC analysis
- 8) Note on CRM
- 9) Digital Pharmacy
- 10) Non verbal techniques of communication
- 11) Financial planning

10 x 3 = 30

VI. Answer ANY SIX of the following In detail 6x5 = 30

1. Explain the role of Pharmacist in OTC medication dispensing
2. Explain the various types of communication skills
3. Explain the concept of Good Pharmacy Practice
4. Explain the handling of the prescription in detail.
5. Describe the barriers of effective counselling
6. What do you mean by health screening services? Mention the types of Health screening services with its importance. Explain Standard Health Screen in detail.
7. Explain the legal requirements for setting up a Community Pharmacy
