



## Assignments of PGDPSM – July 2024

Dear Students,

**You have to do one assignment for each course. After submission of all six assignments you may fill up the online Exam Form (available on [www.ignou.ac.in](http://www.ignou.ac.in)) and appear in Term End Exams for all 6 courses.**

Instructions for Formatting Your Assignments:

Before attempting the assignments, please read the following instructions carefully.

1. On top of the first page of each answer sheet, please write the details exactly in the following format:

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	Enrolment No : .....
	Name : .....
	Address : .....
Course Code : .....	.....
Course Title : .....	.....
Study Centre : .....	Date : .....

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**PLEASE FOLLOW THE ABOVE FORMAT STRICTLY TO FACILITATE EVALUATION AND TO AVOID DELAY.**

2. Use **A4-size or equivalent writing paper** of good quality (but not of very thin variety) for writing your answers.
3. Leave 3 cm margin on the left, top and bottom of your answer sheet.
4. **Your answers should be precise, handwritten.** They should **not be copied from the text material as it is** and rather should be written in your own language.
5. Answers in the form of photocopy or scanned from any source will **not be accepted**.
6. You may also see the videos related to all courses at the following link: <http://www.ignou.ac.in/ignou/aboutignou/broadcast/1> You may go to youtube archives and search the video by typing in the desired keyword followed by 'ignousovet' i.e., 'Pharmaceutical Chemistry by ignousovet' will open a video on the said topic.
7. **It is strongly suggested that you should retain a copy (Scanned or photocopy) of your assignments to avoid any unforeseen situation.**
8. **The assignments should be submitted at your Regional Centre or Study Centre allotted to you** before the last date mentioned in each assignment. In case of any issue with the Regional centre then submit them at the following address:

(Programme - PGDPSM Assignments)

To,

**Regional Director  
IGNOU Regional Centre (Chandigarh)  
Plot No. 5, Sector 12 (Part I)  
Urban Estate, Karnal 132001 (Haryana)**

Other Details of RC Chandigarh:

Phone: 0184-2989777

*Google Map Link:* [goo.gl/maps/sCZZ8dPYoAvwK3b38](https://goo.gl/maps/sCZZ8dPYoAvwK3b38)

Email : [rcchandigarh@ignou.ac.in](mailto:rcchandigarh@ignou.ac.in)

Website: <http://rcchandigarh.ignou.ac.in>

Facebook: <https://www.facebook.com/RCCHD>

Instagram: <https://www.instagram.com/06chandigarh/>

**Post Graduate Diploma in Pharmaceutical Sales Management**  
**Course MVE 001: Introduction to Anatomy, Physiology and Pharmaceutical Chemistry**  
**Tutor Marked Assignment**

Course Code: MVE 001

Assignment Code: MEV 001/TMA /2024

Maximum Marks: 100

**Last Date: 31<sup>st</sup> March 2025**

**Answer all the questions given below.**

1. a) What is the main function heart? Describe Cardiac Cycle. (5)  
b) Describe the three types of Joints present in the human body. (5)
2. a) Describe the role of Liver and Pancreas in Digestion process. (5)  
b) Explain the Physiological properties of the Nerve. (5)
3. Describe the role of any 5 major glands of the Endocrine System . (10)
4. a) What do you understand by the term 'Neoplasm'? Give its types and responsible factors. (6)  
b) What do you understand by Acquired Immunity. Discuss briefly its types. (4)
5. Describe any 5 diseases that spread through contact. (10)
6. a) What are topical agents? Discuss briefly their categories. (5)  
b) Describe briefly any 5 major physiological ions. (5)
7. a) What do you understand by SAR? How is it important? (5)  
b) Discuss briefly any 5 techniques for Isolation & Purification of Constituents. (5)
8. a) Give common uses and possible side effects of the following herbs: -  
(i) Garlic (ii) Ginger (iii) Licorice (iv) Ginkgo (v) Ginseng. (7)  
b) What is herbal-drug interaction? Give example. (3)
9. What do you understand by 'Adulteration of Drugs'? Briefly discuss types of deliberate adulteration. (10)
10. a) Define GCP. Give its main principle. (5)  
b) Discuss the role of buffers in Pharmacy. (5)

**Assignment - II**  
**Tutor Marked Assignment**  
**Course Code MVE 002: Pharmacology and Toxicology**

Course Code: MVE 002  
Assignment Code: MEV 002/TMA /2024  
Maximum Marks: 100  
**Last Date: 31<sup>st</sup> March 2025**

**Answer all the questions given below.**

1. Name the different routes of drug administration. Discuss the advantages and disadvantages of parenteral routes of drug administration? (10)
2. a) What are the factors which can modify the drug action? Discuss these factors in brief. (5)  
b) Briefly discuss the factors affecting drug metabolism. (5)
3. a) What is acetylcholine? Discuss its effects in our body system. (5)  
b) Give at least five therapeutic uses of atropine. (5)
4. What are Cardiac Glycosides? Give their effect on heart and their therapeutic uses. (10)
5. Give the mechanism of blood coagulation. Discuss the role of vitamin K in coagulation. (10)
6. a) Name the important diuretics. Discuss the mechanism of diuretic actions of any one of them. (5)  
b) Discuss the important uses of prostaglandins. (5)
7. a) Name the drugs used for the treatment of bronchial asthma. (5)  
b) How do centrally acting muscle relaxants work? Give example of at least three muscle relaxants. (5)
8. a) Describe the four generations of cephalosporins. Give their therapeutic uses. (5)  
b) Write briefly about antifungal agents. (5)
9. a) How do hormonal contraceptives work? Discuss different types of oral contraceptives which are commonly in use. (5)  
b) Discuss the commonly used chelating agents along with their therapeutic uses. (5)
10. a) Describe briefly the pharmacodynamic interactions. (5)  
b) Name the essential micronutrients. Discuss their roles in our body system. (5)

**Assignment - III**  
**Tutor Marked Assignment**  
**Course Code MVE 003: Pharmaceutics**

Course Code: MVE 003  
Assignment Code: MVE 003/TMA/2024  
Maximum Marks: 100  
**Last Date: 31<sup>st</sup> March 2025**

Answer all the questions given below.

1. a) What is an additive in a formulation? List the generally used additives. (5)  
b) List of different types of containers. Discuss the advantages and disadvantages of glass container. (5)
2. What are biphasic liquid dosage forms? Discuss in brief. (10)
3. a) Describe the different method for preparations of ointments. (5)  
b) Describe Novel Drug Delivery System (5)
4. Discuss briefly the factors affecting bioavailability. (10)
5. Describe briefly the four Phases of Clinical trials. (10)
6. a) Describe MABS and Cloning Vectors. (5)  
b) What are the important properties for preparing Ophthalmic products? (5)
7. a) What are antioxidants? Explain with the help of examples. (5)  
b) Describe various mechanisms for gastrointestinal absorption. (5)
8. a) Name the tests used for evaluating the parenteral products and describe any two. (5)  
b) Enlist different types of genito-urinary devices. Discuss any two of them. (5)
9. a) What is the factors affecting biotransformation of drugs?. (5)  
b) Write note on “Uses of Radiopharmaceuticals” (5)
10. a) What are Functional Foods? Discuss their advantages and disadvantages. (5)  
b) Discuss the therapeutic uses of probiotics. (5)

**Tutor Marked Assignment - IV**  
**Drugs Regulatory Affairs**

Course Code: MVE-004  
Assignment Code: MEV 004/TMA 2024  
Maximum Marks: 100  
**Last Date: 31<sup>st</sup> March 2025**

**SECTION A**

Answer all the questions given below. All Questions carry equal marks. (5x8= 40)

- Q1. In a tabular form explain the different phases in the evolution in Indian Pharmaceutical Industry.
- Q2. Enlist the tasks performed by Central Drugs Standard Control Organization.
- Q3. What is the Composition of Genetic Engineering Approval Committee (GEAC)?
- Q4. Briefly explain 'Prevention of Cruelty to Animal Act', 1960?
- Q5. Write the terms of reference of Chopra committee.
- Q6. Discuss the various storage conditions prescribed by Indian Pharmaceutical Industry.
- Q7. What are the Special Products?
- Q8. Give the full form of the following
- i) NDPS
  - ii) DCC
  - iii) IND
  - iv) ICAR
  - v) DTAB

**SECTION B**

Answer all four Questions. All Questions carry equal marks. (15x4= 60)

- Q9. (a) Explain the Approval process of Vaccines in India.  
(b) Discuss the process of getting the permission to import new drug. (10+5)
- Q10. (a) What are drugs and Magic Remedies Act 1954?  
(b) Discuss the salient features of NDPS Act 1985. (10+5)
- Q11. As per the Drug and Cosmetics Act explain the following terms
- i) Cosmetic
  - ii) DCC
  - iii) Adulterated Drugs
  - iv) Shelf Life
  - v) Cold place
- Q12. Explain the following terms
- i) RDAC
  - ii) Toxicological studies
  - iii) Drugs Prices Control Order (DPCO)
  - iv) Expiry Dates
  - v) Post Marketing Surveillance (PMS)

**Assignment V**  
**Course MVE-005: Introduction to Management**

Course Code: MVE-005  
Assignment Code: MVE 005/TMA 2024  
Maximum Marks: 100  
**Last Date: 31<sup>st</sup> March 2025**

**Answer all the questions given below**

- Q1. Fill in the blanks:** (1x5=5)
- i. Unfreezing, Moving and Refreezing are stages of -----.
  - ii. MIS means -----.
  - iii. The ability to work with resources in particular area of expertise comes under ----- skills.
  - iv. ----- is the right to command and extract obedience from others.
  - v. Good management requires future directed -----
- Q2. True or False:** (1x5=5)
- i. Union represents the collective strength of all the individual workers.
  - ii. Adaptive Decisions involves problem with large number of decision variables, where outcomes are predictable.
  - iii. OC is determined by only internal factors specific to the organization.
  - iv. The result of meeting the psychological contract is an increased level of trust & influence.
  - v. Formal Groups prescribe goals and relationship officially. .
- Q3. Match the following:** (1x5=5)
- |                                |                           |
|--------------------------------|---------------------------|
| i. Phases of Decision Making   | a. Off the job techniques |
| ii. On the job techniques      | b. Kelly                  |
| iii. Case Studies              | c. Henry Mintzberg        |
| iv. Trait Theory               | d. Coaching               |
| v. Path-goal Leadership Theory | e. House                  |
- Q4. Write short notes on any two:** (12.5x2=25)
- i. Organizing Skills
  - ii. Process of Strategy Formulation
  - iii. Responsibility of manager towards his customers
- Q5. Differentiate between any two:** (12.5x2=25)
- i. Strategic Planning and Operational Planning
  - ii. Individual versus Group Decision Making
  - iii. Top-down strategy and Bottom- Up strategy of change
- Q6. Describe how stress can be managed amongst employees at the Organizational level? (15)**
- Q7. How will we calculate annual manpower wastage under BIM? (20)**

**Assignment VI**  
**Course MVE-006: Sales Management**

Course Code: MVE-006  
Assignment Code: MEV 006/TMA 2024  
Maximum Marks: 100  
**Last Date: 31<sup>st</sup> March 2025**

**Answer all the questions given below**

- Q1. Fill in the blanks:** **(1x5=5)**
- i. Marketing Concept is capable of keeping the organization free from “-----”
  - ii. ----- is the first and most important component of personal selling.
  - iii. ----- is another word for body-language.
  - iv. ----- Presentation is used in Pharma-selling.
  - v. -----are qualifications placed on a statement of a position to convey message.
- Q2. True or False:** **(1x5=5)**
- i. The text or body of an advertisement is known as advertising copy.
  - ii. Principles of Unity mean various elements of display appear unified and seen as a whole and complex unit.
  - iii. Establishing sales territories assures proper market coverage.
  - iv. The sales budget uses the sales quota as a point of departure.
  - v. Evaluation frequency or Periodicity is the timings of sales force evaluation.
- Q3. Match the following:** **(1x5=5)**
- |  |   |
|--|---|
| <ol style="list-style-type: none"><li>i. Paralanguage</li><li>ii. Theories of selling</li><li>iii. Rating Scale</li><li>iv. CPC</li><li>v. Workload Approach</li></ol> | <ol style="list-style-type: none"><li>a. Interviewing</li><li>b. Territory Design</li><li>c. Pay per click</li><li>d. AIDAS</li><li>e. Voice Patterns</li></ol> |
|--|---|
- Q4. Write short answers on any two:** **(10x2=20)**
- i. Evolution of Marketing
  - ii. Situation Conducive for Personal Selling
  - iii. Buying-Formula Theory
- Q5. Differentiate between any two:** **(10x2=20)**
- i. Cost per Click and Cost per Action.
  - ii. Stress Interview and Rating scales
  - iii. Line Sales organization and Functional Sales organization
- Q6. Explain the types of Direct & Indirect Compensation** **(20)**
- Q7. What do you mean by Sales Quota? How are quotas set?** **(5+20=25)**