



Assignments of PGDPSM – July 2020

Dear Students,

As explained in the programme guide Post Graduate Diploma in Pharmaceutical Sales Management Programme (PGDPSM), you have to do one assignment for each course.

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:

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

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

2. Use A4 size writing paper of good quality (but not of very thin variety) for writing your answers.
3. Leave 4 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. While solving problems, clearly indicate the question number along with the part being solved.
7. 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.
8. The assignments should be submitted at your study centre **before the last date** mentioned in each assignment. In case there is no study centre then submit them at the following address:
Programme Coordinator, PGDPSM
Block 15E, 1st Floor,
School of Vocational Education and Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi 110068.
Phone: 011-29571647/2822

We strongly suggest that you should retain a copy of your assignments to avoid any unforeseen situation.

Wishing you all good luck.

Assignment I
Course MVE-001: Introduction to Anatomy, Physiology and Pharmaceutical Chemistry

Course Code: MVE 001
Assignment Code: MEV 001/TMA 2020
Maximum Marks: 100
Last Date: 20th February 2021

Answer all the questions given below.

1. (a) What are the main features of a muscle tissue? Differentiate between skeletal, smooth and cardiac muscle tissues. (5)
- (b) Describe with the help of a well labeled diagram the structure of a cell membrane. (5)
2. (a) Differentiate between systolic and diastolic blood pressure. (5)
- (b) Describe any two disorders of the respiratory system. (5)
3. (a) Describe the role of Liver and Pancreas in the process of Digestion. (5)
- (b) Write a short note on the anterior pituitary gland and its hormones. (5)
4. (a) List the three main layers of the human eye and explain the physiology of vision. (5)
- (b) Draw the structure of a Kidney and explain the role of a Nephron. (5)
5. (a) Describe the process of acute Inflammation. (5)
- (b) Differentiate between the terms hypoglycaemia and hyperglycaemia. (5)
6. (a) Explain the term topical agent. Discuss the different types of topical agents briefly. (5)
- (b) Fill in the following blanks: (5)
 - i. Buffer is a solution of weak acid and its _____ whose pH _____ change on addition of small amount of acid or base.
 - ii. According to Lewis acid is _____ acceptor and according to Bronsted - Lowry base is _____ acceptor.
 - iii. pH of a base will be more than _____
 - iv. pH of Human Blood is _____
 - v. Cathartics are the drugs which bring about _____
 - vi. In paper chromatography, components of the extracts get distributed between two liquid phases- one phase is _____ and other is _____
 - vii. A decrease in bone mineral density leads to _____

- Q. 7. (a) Give the functional group of the following: (5)
- i. Phenol
 - ii. Ether
 - iii. Ketone
 - iv. Thiol
 - v. Ester
 - vi. Anyhdride
 - vii. Amine
 - viii. Acyl halide
 - ix. Nitrile
 - x. Amide
- (b) Give one example each of the following: (5)
- i. *E* and *Z* isomers
 - ii. *cis* and *trans* isomers
 - iii. Chain isomer
 - iv. Functional Group isomers
 - v. Enantiomers of 2- butanol.
8. (a) Explain the following terms in 1-2 lines. (5)
- i. Carbohydrate
 - ii. Oils and Fats
 - iii. Alkaloids
 - iv. Fractional crystallization
 - v. Fractional distillation
- (b) Give the advantages and disadvantages of synthetic and natural product drugs. (5)
9. (a) What do you understand by the term SAR? Explain briefly. (5)
- (b) Write short note on Neoplasm. (5)
10. (a) What do you understand by the terms GLP, GMP and GCP? Explain briefly. (6)
- (b) Describe briefly two Quality control tests for Parenterals/Injectable dosage forms. (4)

Assignment II
Course MVE 002: Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA 2020
Maximum Marks: 100

Last Date: 20th February 2021

Answer all the questions given below.

- Q.1 Briefly describe the various Sources and Routes of Drug Administration. (10)
- Q.2 What do you understand by cholinergic and anti-cholinergic agents? How do they work? Discuss the common drugs used as cholinergic agents. (10)
- Q.3 a) List the various drugs used in arrhythmia and discuss their therapeutic uses. (5)
b) Define and classify Anaemia giving its cause. (5)
- Q.4 a) Describe the chemical use of potassium sparing diuretics and osmotic diuretics. (5)
b) What are autacoids? List the important autacoids. Briefly discuss action of any two autacoids. (5)
- Q.5 Describe the mechanism and action of the drugs used in the treatment of cough. (10)
- Q.6 Define and give examples of Preanaesthetic medications. Differentiate between Inhalation and Intravenous anaesthetics, give examples. (10)
- Q.7 a) What are Quinolones? Describe some important quinolones with their therapeutic uses. (5)
b) Briefly describe antifungal agents. (5)
- Q.8 a) Discuss the sign and symptoms of methyl alcohol poisoning? What is the treatment for this poisoning? (5)
b) Explain the mechanism of drug antagonism and synergism with examples. (5)
- Q.9 a) What is the role of Pituitary gland in the body? (5)
b) What are micronutrients? Discuss their therapeutic role. (5)
- Q.10 Write short notes on the following: (10)
a) Laxatives
b) Antidiarrhoeal agents

Assignment III
Course MVE 003: Pharmaceutics

Course Code: MVE 003
Assignment Code: MEV 003/TMA 2020
Maximum Marks: 100

Last Date: 20th February 2021

Answer all the questions given below.

- Q.1 a) What is a dosage? Calculate the dose of a drug for a one year old and an 11 year old child, if the adult dose is 500 mg. (5)
- b) What are Liquid dosage forms? Give their advantages and disadvantages. (5)
- Q.2 a) Explain the following terms in 1-2 lines: (5)
- i) Elixirs
 - ii) Enemas
 - iii) Collodions
 - iv) Douches
 - v) Suppositories
- b) What do you understand by the term Sterilization? Describe any one method of sterilization. (5)
- Q.3 a) What are parenterals? Describe its different routes of administration. (5)
- b) What are the different forms of Ointments? Discuss each of them briefly in your own words. (5)
- Q.4 a) Describe the various types of gastro-intestinal devices. (5)
- b) Explain the following terms in 1-2 lines: (5)
- i) CDDS
 - ii) Transdermal
 - iii) Negative Contrast Media
 - iv) Electromagnetic radiation
 - v) Bioequivalence
- Q.5 a) Fill in the following blanks: (5)
- i) ----- diffusion describes the movement of drug from region of high concentration to lower.
 - ii) ----- indicates a measurement of rate and extent of the active drug delivered to general circulation.
 - iii) The diet tends to decrease the acidity of gastric fluid to a pH of about -----
 - iv) ----- is a measure of drug elimination from body without reference to the mechanism of process.
 - v) Physical absorption by invagination of cell membrane is known as -----
- b) What are the pharmaceutical factors which affect on absorption of drugs? Discuss each of them briefly. (5)

- Q.6 Give the importance of the following in 3-4 lines only. (10)
- i) Controlled Trial
 - ii) Nuremberg Code
 - iii) Antioxidants
 - iv) Biopharmaceutics
 - v) Open Trial
- Q.7 a) Fill in the following blanks: (5)
- i) _____ is defined as a hybrid cell produced by the fusion of an antibody-producing lymphocyte with a _____ cell and used to culture continuously a specific monoclonal antibody.
 - ii) _____ molecules can be fragmented by passing their suspension through a syringe needle.
 - iii) _____ enzyme catalyses the formation of phosphodiester bond between base pairs.
 - iv) Mabs are immunoglobulins of a single species derived from the cloned _____, its fused derivatives or transformants.
- b) What do you understand by monoclonal antibodies? Explain briefly. (5)
- Q.8 Give the uses of the followings (10)
- i) Sunscreen cream
 - ii) Vitamin cream
 - iii) Hair grooming aids
 - iv) Mouth gargle
 - v) Massage cream
- Q. 9 a) What are Phytochemicals? Explain with suitable examples. (5)
- b) Discuss ingredients of Nutraceuticals briefly. (5)
10. a) Explain the following terms in few lines (6)
- i) Composition of face powder
 - ii) Composition of aftershave lotion
 - iii) Bifidobacteria
- b) What are the proposed therapeutic uses of probiotics? (4)

Assignment IV
Course MVE004: Drugs Regulatory Affairs

Course Code: MVE 004
Assignment Code: MEV 004/TMA 2020
Maximum Marks: 100
Last Date: 20th February 2021

SECTION A

Answer all the questions given below.

(5x8= 40)

Q1. Give different phases of evolution in Indian Pharmaceutical Industry in tabular form.

Q2. Enlist the agencies responsible for enforcement of NDPS Act.

Q3. Define Genetic engineering and microorganisms.

Q4. What is Education Regulations (ER) and who frames it?

Q5. Give a brief account of Toxicity studies in a tabular form.

Q6. Describe approval process of Vaccine.

Q7. Indicate whether the following statements are True (T) or False (F).

- i) The first council of PCI was constituted in 1948.
- ii) Opium crop must be tendered to the central Government at prices fixed by the Government.
- iii) Heart diseases don't fall under Drugs and magic Remedies Act.
- iv) Recombinant DNA Safety Guidelines are issued by GEAC.
- v) The Department of Biotechnology (DBT) comes under Ministry of Fertilizers and chemicals.

Q8. Give the full form of the following

- i) CRAMS
- ii) IPA
- iii) GEAC
- iv) IRFA
- v) CBER

SECTION B

Answer all four Questions. All Question carry equal marks.

(15x4= 60)

Q9. Explain the procedure adopted by NPPA for Price Fixation of Drugs.

Q10. Give an overview of the governing body of the Indian Council of Medical Research.

Q11. What are different phases in clinical evaluation of a drug in human beings?

Q12. Give a brief account of Poisons Act and MTP Act.

Assignment V
Course MVE-005: Introduction to Management

Course Code: MVE-005
Assignment Code: MEV 005/TMA 2020
Maximum Marks: 100
Last Date: 20th March 2021

Answer all the questions given below

- Q1. Fill in the blanks: (1x5=5)**
- i. ----- is the law of the jungle which is equally applicable to the competitive market place where firms struggle and fight for survival.
 - ii. ----- is the most critical resource of an organization.
 - iii. The ability to select, train and induct people in jobs comes under the -----skills.
 - iv. OC refers to the perceived ----- environment of an organization.
 - v. The techniques used in executive development are ----- and -----.
- Q2. True or False: (1x5=5)**
- i. There are three methods of estimations of manpower supply in the macro forecasting
 - ii. Management control is usually viewed as a feedback system.
 - iii. Power is the ability to exercise influence or control over others.
 - iv. Every formal organization has informal groups.
 - v. A manager's effectiveness does not lie in making good and timely decisions.
- Q3. Match the following: (1x5=5)**
- | | |
|------------------------------|---------------------------------------|
| i. Bounded Rationality Model | a. Group Formation |
| ii. The Bottoms up Strategy | b. Increasing Interpersonal Awareness |
| iii. The Johari Window | c. Implementing change |
| iv. Hawthorne Studies | d. Decision -Making |
| v. Balance theory | e. Leadership styles |
- Q3. Write short notes on any two: (10x2=20)**
- i. Goals
 - ii. Decision making under Risk
 - iii. Responsibility of manager towards his dealers
- Q4. Differentiate between any two: (10x2=20)**
- i. Perception and Attitude
 - ii. Role and responsibilities of top level and first level managers
 - iii. Formal groups and informal groups
- Q5. What is Stress? List the causes of Stress and explain any three. (20)**
- Q6. What do you understand by two manpower demand forecasting techniques? Explain any two manpower demand forecasting techniques. (25)**

Assignment VI
Course MVE-006: Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 2020
Maximum Marks: 100

Last Date: 20th March 2021

Answer all the questions given below

- Q1. Fill in the blanks: (1x5=5)**
- i. ----- is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
 - ii. Personal Selling is more effective during the ----- stage.
 - iii. The three common ways in which online product is purchased are -----, -----, -----.
 - iv. The sales budget uses the ----- as a point of departure.
 - v. Preparation of sales expense budget is primarily the responsibility of -----.
- Q2. True or False: (1x5=5)**
- i. Establishing sales territories assures proper market coverage
 - ii. Projecting past sales is totally unreliable for use in sales forecasting
 - iii. Quotas are quantitative objectives assigned to specific sales unit
 - iv. The sales budget is a projection of what a given sales programme should mean in terms of sales volume and profits
 - v. The original source of data for sales analysis is sales forecast
- Q3. Match the following: (1x5=5)**
- | | |
|----------------------------|-----------------------------|
| i. Marketing Mix | a. Gestures |
| ii. Buying- Formula Theory | b. Theories of selling |
| iii. Kinesics | c. Ads and Malware |
| iv. To point | d. Non verbal Communication |
| v. Trojans | e. Four P' |
- Q4. Write short answers on any two: (10x2=20)**
- i. Factors determining length of the Channel
 - ii. Qualities of a good medical representative
 - iii. Sales forecasting for new products
- Q4. Differentiate between any two: (10x2=20)**
- i. Pharmaceutical products and consumer products.
 - ii. Structured Interview and non- structured interview
 - iii. Centralization vs. Decentralization
- Q5. What are the different modules of training and which module would you suggest for training a newly recruited Medical Representative? (5+15=20)**
- Q6. What is Presentation? Explain the types of Sales Presentation. (5+20=25)**