



Assignments of PGDPSM – July 2015 Batch

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 :
Assignment No :
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 22nd February 2016**. 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.

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

Course Code: MVE 001
Assignment Code: MEV 001/TMA /2015
Maximum Marks: 100
Last Date: 22nd February 2016

Answer all the questions given below.

1. a) Describe the Cardiac Cycle and give two important functions of autorhythmic cells. (5)
b) What is the functional unit of the nervous system? Give diagram. What are the two main properties of a nerve? (5)
2. a) What are the different components of lower respiratory system? Discuss briefly. (5)
b) What are the glands associated with GIT? Discuss briefly. (5)
3. What are STDs? Discuss any three STDs in detail. (10)
4. a) Write a short note on Chronic Inflammation. (5)
b) Write a note on how diseases are spread through contact? (5)
5. a) What is periodic breathing? (5)
b) What are the different types of hypertension? Discuss briefly. (5)
6. a) Define immunity? Discuss Acquired Immunity briefly. (5)
b) Define adulteration and explain the various reasons for adulteration. (5)
7. a) Give the chemical tests for the detection of alkaloids and saponins. (5)
b) Define Pharmacognosy. Explain the scope of Pharmacognosy. (5)
8. a) Explain the Thalidomide Tragedy. (5)
b) What do you understand by *R* and *S* nomenclature? Give one example of each. (5)
9. a) Discuss the disadvantages of natural and synthetic drugs. (5)
b) Define the term “drug”. What do you mean by the “activity” of a drug? (5)
10. a) What are Pharmacopoeia’s? Give the name of pharmacopoeia’s and commission of the following countries: Egypt, Japan and United Kingdom. (5)
b) What are the functions of GLP inspectors? (5)

Assignment - II
Course MVE002: Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA /2015
Maximum Marks: 100
Last Date: 22nd February 2016

Answer all the questions given below.

1. a) What are the important parenteral routes for the drug administration? Describe the advantages and disadvantages of these methods. (5)
b) Define pharmacokinetics. Draw a labeled diagram to depict various processes involved in pharmacokinetics. (5)
2. a) What would be the approach one should follow for rational use of drugs. (5)
b) Describe the uses of different agonist and antagonist acting on the autonomic nervous system. (5)
3. a) What are the common drugs used in angina pectoris? Discuss their therapeutic uses briefly. (5)
b) Describe the clotting mechanism of our body system. (5)
4. a) What is hyperlipidemia? How it is treated? (5)
b) Define diuretics. Briefly discuss any two important diuretics. (5)
5. a) Describe the mechanism of any three drugs used in the treatments of cough and asthma. (5)
b) Define epilepsy disorder. How can it be treated? (5)
6. a) Describe the types of drugs used in the treatments of diarrhoea. (5)
b) Write five therapeutic uses of peripherally acting skeletal muscle relaxants. (5)
7. a) Taking suitable examples discuss the therapeutic uses of broad spectrum penicillin. (5)
b) Describe any five drugs uses in the treatment of malaria. (5)
8. Name and discuss different hormones secreted by anterior lobe of pituitary gland. (10)
9. a) Describe various types of pharmacodynamic interaction. (5)
b) What is chelating agent? Discuss their therapeutic uses (5)
10. a) What are the two main groups of vitamins? Discuss various diseases due to deficient supply of vitamins A, D and C. (5)
b) Discuss any four important Anthelmintic agents. (5)

Assignment - III
Course MVE 003: Pharmaceutics

Course Code: MVE 003
Assignment Code: MVE 003/TMA/2015
Maximum Marks: 100

Last Date: 22nd February 2016

Answer all the questions given below.

1. a) State the rules used for the calculation of doses for infants and children. (5)
b) Name the different kind of dosage forms. (5)
2. a) Discuss briefly Biphasic Liquid Dosage Forms. (5)
b) List the advantages and disadvantages of Liquid Dosage Forms. (5)
3. a) What are the various methods used for sterilization of pharmaceutical products. Discuss any one of them briefly. (5)
b) What are the essential qualities of parenteral product? (5)
4. a) Give the use of the following:
i) Eye Implants
ii) Dental Implants
iii) Orthopaedic Implants (6)
b) Explain the following:
i) Slow first order release system
ii) Slow zero order release (4)
5. a) What is Pharmacokinetics? (2)
b) What are the factors which affect biotransformation of drugs? Discuss briefly. (5)
c) What is first pass effect? (3)
6. a) Give the advantages of bioequivalence. (4)
b) What are the different phases of clinical trials? Discuss any one them briefly. (6)
7. a) What is a biopharmaceutical? Give the name of any three biopharmaceutical products. (5)
b) What do you understand by monoclonal antibodies? Explain briefly. (5)
8. a) Draw the labeled diagram of skin. (4)
b) What are the functions of hair? (2)
c) Explain the followings terms
i) Dentrifice
ii) Mettalic powder
iii) Rouges
iv) Conditioner (4)
9. a) What are nutraceuticals? Explain with suitable example. (3)
b) What are the disadvantages of functional foods? (3)
c) Give any four examples of phytochemicals. (4)
10. a) What are the proposed therapeutic uses of probiotics? (5)
b) Explain the followings terms
i) Macrophage
ii) Clostridium difficile
iii) Microflora
iv) Bifidobacterium
v) Saccharomyces (1×5)

Assignment - IV
Course MVE004: Drugs Regulatory Affairs

Course Code: MVE 004
Assignment Code: MVE 004/TMA/2015
Maximum Marks: 100
Last Date: 22nd February 2016

Answer all the questions given below.

1. a) Describe the main industrial changes in Indian pharma industries since 1995. (5)
b) In your own words describe the current status of the pharma industry. (5)
2. a) What are the different steps involved in fixation of bulk drug prices? (5)
b) What are the responsibilities of ICMR? (5)
3. What are the different types of toxicity studies? Discuss them briefly in your words. Give its limitations. (10)
4. What are different phases of clinical trials? Discuss them briefly in your own words. (10)
5. a) What do you understand by special products? Discuss its notification procedure and application rules. (5)
b) Write short note on IBSC. (5)
6. a) What are the different types of IND? Describe its application. (5)
b) What is the procedure to import new drugs? (5)
7. a) Describe the legislation related to pharma industry during 19th and 20th Centuries. (5)
b) What is the composition of PCI? Write down the main function of PCI. (5)
8. As per the Drug and Cosmetics Act explain the following terms. (10)
 - i) Misbranded drug
 - ii) Adulterated drug
 - iii) Spurious drug
 - iv) Cosmetic
 - v) Drug
9. Describe the following Act briefly in your own words (10)
 - i) The Drugs and Magic remedies Act 1954
 - ii) The Poisons Act 1919
 - iii) The MTP Act 1971
 - iv) The Medical and Toilet Preparation Act 1995
 - v) The NDPS Act 1985
10. Fill in the following blanks: (10)
 - i) Ephedrine is commonly used as
 - ii) The MTP Act was passed by parliament in

- iii) TheAct is to regulate the cultivation, production, import, sale etc of narcotics.
- iv)is mammalian hormone that also act as a neurotransmitter in brain.
- v) Permission of each phases of clinical trial is granted by the office of.....
- vi) Pharmacokinetics is a branch of
- vii)is a term most commonly used to refer to infectious organism.
- viii)is the branch of medicine that focuses on health care of the elderly.
- ix) Schedule Y is a legal document of
- x)is the pathological examination of various organs of the body using their microscopic slide.

Assignment - V
Course MVE 005: Introduction to Management

Course Code: PGDPSM
Assignment Code: MVE 005/TMA/2015
Maximum Marks: 100
Last Date: 22nd February 2016

Answer all the questions given below.

1. a) What are the basic purposes of an effective training programme? (5)
b) Discuss the need of harmonious relationship of the firm with various segments of the society. (5)
2. a) Discuss briefly the various managerial skills. (5)
b) What is strategic planning? (5)
3. a) Define various types of business goals. (5)
b) Explain the various types of managerial decisions. (5)
4. a) Distinguish between individual and group decision making. (5)
b) What do you understand by the term organizational culture? (5)
5. a) How does the design or structure of an organization affect the perception of its internal environment? (5)
b) What are the causes of stress? (5)
6. a) Give the remedies to cope with the stress at the organisational level. (5)
b) Discuss change process. (5)
7. a) Discuss the needs for training. (5)
b) What are the objectives of manpower planning? (5)
8. a) Explain the process of control. (5)
b) What are the determinants of interpersonal behaviour? (5)
9. a) Distinguish between theory X and theory Y. (5)
b) Discuss the dynamics of group formation. (5)
10. a) What are the different types of analyses undertaken to assess the training needs? (5)
b) Discuss the sequence of development of a working relationship in an organization. (5)

Assignment VI
Course MVE-006: Sales Management

Course Code: MVE-006
Assignment Code: MVE-006/TMA.2015
Maximum Marks: 100
Last Date: 22nd February 2016

Answer all the questions given below.

- Q1. a) What do you understand by 'Marketing'? (5)
b) Explain the four Ps of a marketing mix. (5)
- Q2. a) List out the steps involved in the sales strategy formulation of an organization. (5)
b) List out the qualities of a good Medical Representative. (5)
- Q3. a) Discuss the AIDAS theory of selling. (5)
b) What are the elements of a communication process? (5)
- Q4. a) How is oral delivery important in pharmaceutical selling? (5)
b) Explain the concept of 'Negotiation'. (5)
- Q5. a) What is the purpose of using visual tools in sales management? (5)
b) Discuss any two types of middlemen that facilitate the flow of goods and services from the manufacturer to the customer. (5)
- Q6. a) Discuss various patterns of display. (5)
b) What are the basic responsibilities of a salesperson? (5)
- Q7. a) Discuss any two techniques of interviewing. (5)
b) Explain different styles of learning. (5)
- Q8. a) Discuss the criteria for designing a compensation package. (5)
b) List out the parameters used to monitor sales. (5)
- Q9. a) List out the steps in territory planning. (5)
b) What are the steps involved in sales programme planning? (5)
- Q10. a) Differentiate between centralization vs decentralization in a sales organization. (5)
b) What is the role of sales executive? (5)