



Assignments of PGDPSM – July 2022

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 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. **The assignments should be submitted at your study centre before the last date** mentioned on top of each assignment. In case there is no study centre then submit them at the following address:

Programme Coordinator- PGDPSM
Block 15 E, SOVET
School of Vocational Education and Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi 110068.
Phone: 011-29571647/2822/1650

OR

You can also email the Assignments to the program coordinator:
pgdpsm@ignou.ac.in

It is strongly suggested that you should retain a copy of your assignments to avoid any unforeseen situation.

Wishing you all good luck.

Tutor Marked Assignment- II
Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA /22'
Maximum Marks: 100
Last Date: 28 February 23'

Answer all the questions given below.

1. a) What are alkaloids? Name some important alkaloids used as drugs. Give also their natural sources. (5)
b) Discuss any five factors which modify drug action. (5)
2. b) What is anemia? Briefly discuss its types. (10)
3. a) Explain the diuretic actions of benzothiazides and carbonic anhydrase inhibitors. (5)
b) Discuss the important therapeutic uses of first generation antihistaminics. (5)
4. a) What are the factors which responsible for the production of cough? (5)
b) Write five therapeutic uses of prostaglandins. (5)
5. Write therapeutic uses of peripherally acting skeletal muscle relaxants. (10)
6. Discuss the drugs used for CNS stimulation. Explain mechanisms of action for any two drugs. (10)
7. a) Classify the chemotherapeutic agents in a broad manner. (5)
b) What are β -lactamase inhibitors? Write its mechanism of action. (5)
8. Describe the various drugs used in the fungal infections. (10)
9. List various chelating agents. Discuss their therapeutic uses. (10)
10. a) What are the diseases caused by the deficiency of Vitamin A, Vitamin C and Vitamin D? Write the main natural source of these vitamins. (5)
b) What are trace elements? Discuss their therapeutic uses. (5)

**Tutor Marked Assignment – III
Pharmaceutics**

Course Code: MVE 003

Assignment Code: MVE 003/TMA/22'

Maximum Marks: 100

Last Date: 28 February 23'

Answer all the questions given below.

1. Briefly explain the different kinds of dosage forms. (10)
2. What are the various methods used for sterilization of pharmaceutical products. Discuss any one of them briefly. (10)
3. a) Briefly describe any three tests carried out for the evaluation of the parenteral products (6)
b) Explain the following:
i) Slow first order release system
ii) Slow zero order release (4)
4. 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) Explain any two of the following (5)
i) Bioavailability
ii) Excipient
iii) Nuremberg code
b) Discuss briefly the factors affecting bioavailability? (5)
7. a) Write short note on monoclonal antibodies. (5)
b) Describe various mechanism for gastrointestinal absorption. (5)
8. Write the composition of the following: (10)
i) Oil Shampoo
ii) Henna rinse
iii) Face powder (any one)
iv) Toothpaste
v) Mouth wash
9. a) What is difference between phytochemicals and nutrients? Give the sources of the following phytochemicals. (5)
i) Allyl sulfides
ii) Indoles
iii) Isoflavones
iv) Lignans
v) Flavonoides
b) Write note on "Uses of Radiopharmaceuticals" (5)
10. a) What are different types of probiotics? Discuss them briefly. (5)
b) Discuss the therapeutic uses of probiotics. (5)

Tutor Marked Assignment - IV Drugs Regulatory Affairs

Course Code: MVE 004
Assignment Code: MVE 004/TMA/22'
Maximum Marks: 100
Last Date: 28 February 23'

Answer all the questions given below.

1. Fill in the following blanks: (1x5)
 - a)
 - i) Bengal Chemical and pharmaceutical works Ltd. was established in.....
 - ii) The first pharmaceutical factory of Darjeeling was established n the year
 - iii) Hindustan Antibiotic Ltd. manufactured..... in collaboration with WHO and UNICEF in 1954.
 - iv) In 1970, product patent revoked under Act.
 - v) in 1979 was introduced to control drug price.
 - b) What measures Indian Government took to reform the Indian pharmaceutical industries after 1995? (5)
2. What are the functions of regulatory agencies? Give outline of their mechanism. (10)
3.
 - a) Describe the purpose and procedure of preclinical evaluation of Drugs. (5)
 - b) What are the advantages and limitations of clinical trial? (5)
4.
 - a) Give any one function of the following (5)
 - i) DRAC
 - ii) GEAC
 - iii) RCGM
 - iv) SBCC
 - v) DLC
 - b) Explain the following terms. (5)
 - i) Biologics
 - ii) Schedule C
 - iii) Pathogen
 - iv) Special product
 - v) Cell hybridisation
5.
 - a) What are the objectives of developing new drug? (2)
 - b) What are the different types of Investigational New Drugs? Describe briefly. (3)
 - c) Define the following terms (5)
 - i) Bulk Drug
 - ii) Schedule Y
 - iii) Clinical trial
 - iv) Pharmacological
 - v) Toxicological studies
6. What are the objectives and/or roles of the following? (10)
 - i) Pharmacy Act 1948
 - ii) Drugs Act 1948
 - iii) PCI
 - iv) State Pharmacy Councils
 - vi) DTAB

7. a) Differentiate between Adulterated drugs and Misbranded drugs. (5)
b) List the factors which affect the potency of drug dealing storage. (5)
8. a) List the penalties under the following Acts. (2x4)
i) NTPS ii) Drug and magic remedies Act, 1954
iii) Poison Act, 1990 iv) Medical and toilet preparation Act, 1995
b) What are the legal conditions for termination of pregnancy? (2)
9. a) Write the full form of the following (1/2 x 10 = 5)
i) TRIPS vi) DST
ii) DPCO vii) SERC
iii) DGTD viii) PSUR
iv) NPPA ix) PMS
v) IGMR x) FDA
b) Explain the following terms. (1x5)
i) Mifepristone
ii) London Proof spirit
iii) Teratogenicity
iv) Histopathological
v) Oxytocin
10. Write down the aims and objectives of the following Acts. (2x5 = 10)
i) The drug and magic remedies Act 1954
ii) Poison Act 1919
iii) MTP Act 1971
iv) Medical and toilet preparation Act 1995
v) NDPS Act

Tutor Marked Assignment - V **Introduction to Management**

Course Code: MVE-005
Assignment Code: MEV 005/TMA 22'
Maximum Marks: 100
Last Date: 30 March 23'

Answer **all the questions** given below. All Questions carry equal marks. (10x10= 100)

- Q1. What do you mean by “the first level managers”. Discuss its function towards an organization?
- Q2. Explain the distinction between operational and strategic planning?
- Q3. What are the advantages and disadvantages of group decision making?
- Q4. Write a short note on Theory X and Y style of Leadership.
- Q5. Write short note on any one
- (i) Decision making under certainty
 - (ii) Decision making under risk
- Q6. Explain the type of factors which affect the firm’s survival and growth.
- Q7. Why do firms need to frame policies in The Organization?
- Q8. What do you mean by organizational climate? Explain the various dimension of OC?
- Q9. What is Stress? Explain the reasons /causes of stress?
- Q10. Explain the Change process as described by Kurt Lewin?

Tutor Marked Assignment - VI

Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 22'
Maximum Marks: 100
Last Date: 30 March 23'

Answer **all the questions** given below. All Questions carry equal marks. (10 x 10= 100)

- Q1. Differentiate between the sales concept and the marketing concept?
- Q2. Differentiate between advertising and personal selling?
- Q3. Briefly explain the difference between written communication and oral communication.
- Q4. "Handling of samples" is an integral part of any pharmaceutical product. Explain.
- Q5. What factors determine the length of the channel of distribution?
- Q6. Explain the significance and purpose of sales display?
Give suitable examples.
- Q7. Explain the different methods / Modules of training? Which one is recommended to train a newly recruited MR?
- Q8. What are the factors influencing design of compensation scheme?
- Q9. What is the need and purpose of monitoring system? What parameters are used to monitor sales?
- Q10. Explain the need for sales organization?