



Assignments of PGDPSM – January 2025

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) 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:

	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. 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

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

Course Code: MVE 001
Assignment Code: MEV 001/TMA /2025
Maximum Marks: 100
Last Date: 30th August 2025

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) 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) Write short note on Neoplasm. (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) What do you understand by the terms GLP, GMP and GCP? Explain briefly. (6)
- (b) Describe briefly two Quality control tests for Parenteral dosage forms. (4)

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

Course Code: MVE 002
Assignment Code: MEV 002/TMA /2025
Maximum Marks: 100
Last Date: 30th August 2025

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
Tutor Marked Assignment
Course Code MVE 003: Pharmaceutics

Course Code: MVE 003
Assignment Code: MVE 003/TMA/2025
Maximum Marks: 100
Last Date: 30th August 2025

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
Tutor Marked Assignment
MVE 004: Drugs Regulatory Affairs

Course Code: MVE-004
Assignment Code: MEV 004/TMA 2025
Maximum Marks: 100
Last Date: 30th August 2025

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
Tutor Marked Assignment
Course MVE-005: Introduction to Management

Course Code: MVE-005
Assignment Code: MVE 005/TMA 2025
Maximum Marks: 100
Last Date: 30th September 2025

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?

Assignment VI
Tutor Marked Assignment
Course MVE-006: Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 2025
Maximum Marks: 100
Last Date: 30th September 2025

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?