



Assignments of PGDPSM – January 2018

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: 011-29571647/2822/1650
9. You can also email the program coordinators for queries – rachna_agarwal@ignou.ac.in, jafarooqi@ignou.ac.in

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

Wishing you all good luck.

Tutor Marked Assignment – I
Introduction to Anatomy, Physiology and Pharmaceutical Chemistry

Course Code: MVE 001

Assignment Code: MEV 001/TMA 2018

Maximum Marks: 100

Last Date: 25th July 2018

Answer all the questions given below.

1. a) Describe the various parameters used for quality control test of capsules. (5)
b) What are topical agents in medicine? Describe any two classes of topical agents. (5)
2. Explain the process of acute inflammation. (10)
3. Discuss any one disorder of each of digestive system, respiratory system and nervous system. (10)
- 4 a) What are the functions of GLP inspectors? (5)
4. b) Discuss Quality Assurance and Quality Control with reference to GMP. (5)
5. a) Differentiate between Synthetic drugs and the drugs obtained from natural products.
List three advantages of synthetic drugs over the drugs from natural sources. (5)
b) Describe briefly Adverse Drugs reaction. (5)
6. Give the classification of phytoconstituents of therapeutic importance giving one example of each class. (10)
7. a) Define a buffer solution and describe the role of buffers in pharmacy. (5)
b) List the important points to be kept in mind while selecting International Nonproprietary names. (5)
8. Write short note on **any two**: (5x2)
a. Paper chromatography.
b. Schedule of Drugs and Cosmetics Act.
c. Geometrical isomerism
9. a) Write the structure of the following compounds: (5)
(i) Chlorobenzene
(ii) Toulene
(iii) Naphthalene
(iv) Butyl benzene
(v) Ortho-bromophenol
b) Discuss any two quality control test for tablets. (5)
10. a) Describe any two vector borne diseases. (5)
b) Give some common uses and possible side effects of **any two** of the following: (5)
(i) Ephedra
(ii) Garlic
(iii) Ginkgo

Tutor Marked Assignment- II
Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA /2018
Maximum Marks: 100
Last Date: 25th July 2018

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 during drug action. (5)
2. a) Discuss briefly the side effects and limitations associated with use of drugs acting on ANS. (5)
b) What is anemia? Briefly discuss its types. (5)
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. a) Explain the mechanism of action of leukotriene pathway inhibitors. (5)
b) What are barbiturates? Discuss their therapeutic uses. (5)
6. a) Discuss the drugs used for CNS stimulation. Explain mechanisms of action for any two drugs. (5)
b) Write therapeutic uses of peripherally acting skeletal muscle relaxants. (5)
7. a) Classify the chemotherapeutic agents in a broad manner. (5)
b) What are β -lactamase inhibitors? Write its mechanism of action. (5)
8. a) Describe the various drugs used in the fungal infections. (5)
b) Discuss various drugs used as oral contraceptives. (5)
9. a) List various chelating agents. Discuss their therapeutic uses. (5)
b) What is direct pharmacodynamics interaction? Discuss briefly. (5)
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/2018
Maximum Marks: 100
Last Date: 25th July 2018

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: (6)
i) Eye Implants
ii) Dental Implants
iii) Orthopaedic Implants
b) Explain the following: (4)
i) Slow first order release system
ii) Slow zero order release
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) 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. a) Draw a labelled diagram of skin and epidermis. (5)
b) Write the composition of the following: (5)
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/2018
Maximum Marks: 100
Last Date: 25th July 2018

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? (3)
 - c) What are the significant achievements of Indian Pharma industry? (2)
2.
 - a) What are the functions of regulatory agencies? Give outline of their mechanism. (5)
 - b) Differentiate the functions of DST and DBT. (5)
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. a) Fill in the following blanks. (3)
- i) In USAAct 1906 was amended in 1912, 1913 and 1927.
- ii) TheAct 1978 regulate the cultivation of poppy.
- iii) Government of India introduced Drug Enquiry committee in
- b) What are the important recommendations of Bhore committee? (3)
- c) What are the objectives of the following? (4)
- i) Pharmacy Act 1948 ii) Drugs Act 1948
- iii) PCI iv) State Pharmacy Councils
7. a) Differentiate between Adulterated drugs and Misbranded drugs. (3)
- b) List the factors which affect the potency of drug dealing storage. (3)
- c) What are the functions of DTAB. (4)
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) Milepristone
- 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 2018
Maximum Marks: 100
Last Date: 20 September 2018

SECTION A

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

- 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. Explain the reasons for requirement of training?
- Q5. What are the prerequisites of effective control system? Briefly explain.
- Q6. What do you mean by the term ‘group dynamics’?
- Q7. Write a short note on Theory X and Y style of Leadership.
- Q8. Write short note on any one
- (i) Decision making under certainty
 - (ii) Decision making under risk

SECTION B

Answer **any four** Questions. All Question carry equal marks. (15x4= 60)

- Q9. Explain the type of factors which affect the firm’s survival and growth. (15)
- Q10. Why do firms need to frame policies in The Organization? Mention the sample policies in various functional areas? (10+5)
- Q11. What do you mean by organizational climate? Explain the various dimension of OC? (5+10)
- Q12. What is Stress? Explain the reasons /causes of stress? (5+10)
- Q13. Explain the Change process as described by Kurt Lewin? (15)
- Q15. What do you understand by training? Distinguish between training, education and development? (15)

Tutor Marked Assignment - VI

Sales Management

Course Code: MVE-006

Assignment Code: MEV 006/TMA 2018

Maximum Marks: 100

Last Date: 20 September 2018

SECTION A

Answer all the questions given below. All Questions carry equal marks. (5 x 8= 40)

- Q1. Differentiate between the sales concept and the marketing concept?
- Q2. Explain the situations which are conducive for personal selling?
- Q3. Differentiate between advertising and personal selling?
- Q4. Briefly explain the difference between written communication and oral communication.
- Q5. What is a presentation? Briefly explain any two types of sales presentation.
- Q6. What is signaling behavior in 'Negotiation'?
- Q7. "Handling of samples" is an integral part of any pharmaceutical product. Explain.
- Q8. What factors determine the length of the channel of distribution?

SECTION B

Answer any four Questions. All Question carry equal marks. (15 x 4= 60)

- Q9. Explain the significance and purpose of sales display?
Give suitable examples. (5+10)
- Q10. What are the techniques of Interviewing? (15)
- Q11. Explain the different methods / Modules of training? Which one is recommended to train a newly recruited MR? (5+10)
- Q12. What are the factors influencing design of compensation scheme? (15)
- Q13. What is the need and purpose of monitoring system? What parameters are used to monitor sales? (10+5)
- Q14. Explain the need for sales organization?
- OR
- Discuss how sales forecasts and sales quota relate to each other. (15)