



Assignments of PGDPSM

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 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.

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

Course Code: MVE 001
Assignment Code: MEV 001/TMA /2019
Maximum Marks: 100
Last Date: 15 September 2019

Answer all the questions given below.

- Q.1 With the help of a well labeled diagram briefly describe the various components of the Respiratory System. (10)
- Q.2.(a) Give a labeled diagram of the thyroid gland. What are the important thyroid hormones and discuss two disorders caused by their abnormal secretion. (5)
- (b) What are Gonads? Give the hormones secreted by them. (5)
- Q.3. Briefly explain any five Vector borne diseases. (10)
- Q.4.(a) What do you understand by the term ‘Neoplasm’? Give its types and responsible factors. (6)
- (b) Discuss the modes of transmission of air borne diseases. (4)
- Q.5. Give three disorders of (i) male and (ii) female reproductive system. (10)
- Q.6 (a) What are topical agents? Discuss briefly their Categories. (6)
- (b) With the help of an example differentiate between Geometrical and Optical Isomerism. (4)
- Q.7. (a) What are the advantages of synthetic drugs over natural drugs? (5)
- (b) Name various groups of phytoconstituents of medicinal importance. (5)
- Q.8. Give common uses and possible side effects of the following herbs: -
(i) Garlic (ii) Ginger (iii) Licorice (iv) Ginkgo (v) Ginseng. (10)
- Q.9. What do you understand by ‘Adulteration of Drugs’? Briefly discuss types of deliberate adulteration. (10)
- Q. 10 (a) Define Quality Control and Quality Assurance in relation to pharmaceuticals. (5)
- (b) What are the major physiological ions? Describe their role. (5)

Assignment II
Course MVE002: Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA /2019
Maximum Marks: 100
Last Date: 15 September 2019

Answer all the questions given below. All questions carry equal marks.

1. What are the important routes for the administration of drugs? Describe each of them briefly giving their advantages and disadvantages. (10)
2. a) List and explain the different types of drug actions? (5)
b) What are the different types of adverse drug reactions? (5)
3. a) What are the physiological actions of adrenaline on the body? (6)
b) What are the drugs used in the treatment of hypertensive emergencies? Why are they preferred? (4)
4. a) Give the composition and uses of Ringer Lactate. (5)
b) Define diuretics. Briefly discuss any two important diuretics. (5)
5. Describe the mechanism of any three drugs used in the treatments of cough and asthma. (10)
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 penicillins. (5)
b) Describe any five drugs used in the treatment of malaria. (5)
8. Name and discuss different hormones secreted by anterior lobe of pituitary gland. (10)
9. Describe various types of pharmacodynamic interaction. (10)
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/2019
Maximum Marks: 100
Last Date: 15 September 2019

Answer all the questions given below.

1. a) What is Posology? How would you calculate the dosage for an infant, a child and an adult? (5)
b) What are Draughts and Suspensions? Write the advantages of Liquid dosage forms. (5)
2. Briefly explain the following:
(a) Liniments; (b) Douches; (c) Enemas; (d) Mucilages; (e) Elixirs;
(f) Suppositories; (g) Collodions; (h) Linctuses; (i) Parenterals; (j) Irrigation solutions (10)
3. a) Describe the term Sterilization. Explain any four methods used for sterilization of pharmaceutical products. (10)
4. Describe the various types of Abdominal devices. (10)
5. (a) List the factors affecting biotransformation of drugs. (5)
(b) What are the sites of biotransformation of drugs in the body? Enlist the consequences of Phase I reactions regarding changes in drug. (5)
6. a) Explain the following terms in 2-3 lines. (10)
i) Investigational drug; ii) Bioavailability ; iii) Bioequivalence
iv) Excipient; v) Nuremberg code
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 down the composition of the following: (5)
i) Oil Shampoo
ii) Henna rinse
iii) Face powder (any one)
iv) Toothpaste
v) Mouth wash
9. What is difference between phytochemicals and nutrients? Write down the sources of the following phytochemicals. (10)
i) Allyl sulfides
ii) Indoles
iii) Isoflavones
iv) Lignans
v) Flavonoides
10. a) What are different types of probiotics? Discuss them briefly. (5)
b) Discuss the therapeutic uses of probiotics. (5)

Assignment IV
Course MVE004: Drugs Regulatory Affairs

Course Code: MVE 004
Assignment Code: MVE 004/TMA/2019
Maximum Marks: 100

Last Date: 15 September 2019

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 in 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 in 2-3 lines. (5)
 - i) Biologics
 - ii) Schedule C
 - iii) Pathogen
 - iv) Special product
 - v) Cell hybridisation
5. a) What are the different types of Investigational New Drugs? Describe briefly. (5)
- b) Define the following terms (5)
 - i) Bulk Drug
 - ii) Schedule Y
 - iii) Clinical trial
 - iv) Pharmacological
 - v) Toxicological studies

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
 - vi) 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
MVE 005:Introduction to Management

Course Code: MVE-005
Assignment Code: MEV 005/TMA 2019
Maximum Marks: 100
Last Date: 15 September 2019

SECTION A

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

- Q1. What is the foremost task of a manager to cope with the challenges of change?
- Q2. What are the main responsibilities of a professional manager/firm towards his customers?
- Q3. Explain any two strategies for implementing change.
- Q4. Explain the importance of training.
- Q5. What are the responsibilities of top level managers to the organization?
- Q6. What are the prerequisites of control?
- Q7. Explain the two behavioral aspects of interpersonal needs.
- Q8. What is the need for Manpower Planning?

SECTION B

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

- Q9. Briefly explain Strategic and Operational Planning.
- Q10. What do you mean by the technical, human and conceptual skills of a manager?
- Q11. Write short notes on Mission, Objectives and Goals.
- Q12. Explain the Forecasting Workload technique of microforecasting.
- Q13. (a) Explain the Johari Awareness Model of Interpersonal process.
(b) Briefly explain the four types of Managerial decisions. (7+8)

Assignment - VI
MVE 006: Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 2019
Maximum Marks: 100
Last Date: 15 September 2019

SECTION A

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

- Q1. What are the basic concepts of 'Marketing'?
- Q2. Describe the factors responsible for interdependence of sales and distribution.
- Q3. Describe the various situations when personal selling in a company becomes more relevant.
- Q4. What are the basic responsibilities of a salesperson?
- Q5. Discuss any two techniques of interviewing.
- Q6. Differentiate between centralization vs decentralization in a sales organization.
- Q7. What is the role of sales executive?
- Q8. How important are the various aspects of Oral delivery while making a presentation.

SECTION B

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

- Q9. Give the significance and objectives of 'Personal Selling'.
- Q10. What are the various types of non-verbal communication? How significant is it?
- Q11. List out the steps in territory planning.
- Q12. What are the steps involved in sales programme planning?
- Q13. Briefly describe the following:
- | | |
|-------------------------|---------------------------|
| a) CPC (Cost per click) | d) Contextual Advertising |
| b) Ads and Malware | e) Pop-under |
| c) Affiliate Marketing | |