



## Assignments of PGDPSM – July 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:

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Enrolment No : .....

Name : .....

Address : .....

Course Code : .....

Course Title : .....

Study Centre : ..... Date : .....

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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 you may submit them at the following address:  
Programme Coordinator, PGDPSM  
Block 15E, 1<sup>st</sup> 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](mailto:rachna_agarwal@ignou.ac.in), [jafarooqi@ignou.ac.in](mailto: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: 2 April 2019**

**SECTION A**

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

- Q1. What are Gonads? Give the hormones secreted by them.
- Q2. Discuss the modes of transmission of air borne diseases.
- Q3. What do you understand by the term 'Neoplasm'? Give its types and responsible factors.
- Q4. What are the advantages of synthetic drugs over natural drugs?
- Q5. Name various groups of phytoconstituents of medicinal importance.
- Q6. Define Quality Control and Quality Assurance in relation to pharmaceuticals.
- Q7. What are the major physiological ions? Describe their role.
- Q8. With the help of an example differentiate between Geometrical and Optical Isomerism.

**SECTION B**

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

- Q9. (a) With the help of a well labeled diagram briefly describe the various components of the Respiratory System.  
(b) Briefly describe any four disorders of the eye. (7+8)
- Q10. Give a labeled diagram of the thyroid gland. What are the important thyroid hormones? Discuss two disorders caused by their abnormal secretion.
- Q11. Briefly explain any five Vector borne diseases.
- Q12. What do you understand by 'Adulteration of Drugs'? Briefly discuss types of deliberate adulteration.
- Q13. (a) What is herbal-drug interaction? Give example.  
(b) Give common uses and possible side effects of the following herbs: -  
(i) Garlic (ii) Ginger (iii) Licorice (iv) Ginkgo (v) Ginseng (5+10)

## **Tutor Marked Assignment - II Pharmacology and Toxicology**

Course Code: MVE-002  
Assignment Code: MEV 002/TMA 2018  
Maximum Marks: 100  
**Last Date: 2 April 2019**

### **SECTION A**

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

- Q1. What are the different types of adverse drug reactions?
- Q2. What are the physiological actions of adrenaline on the body?
- Q3. Give the composition and uses of Ringer Lactate.
- Q4. Define diuretics. Briefly discuss any two important diuretics.
- Q5. Taking suitable examples discuss the therapeutic uses of broad spectrum penicillins.
- Q6. What is a chelating agent? Discuss their therapeutic uses.
- Q7. Discuss any four important Anthelmintic agents.
- Q8. Describe any five drugs used in the treatment of malaria.

### **SECTION B**

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

- Q9. What are the two main groups of vitamins? Discuss various diseases due to deficient supply of vitamins A, D and C .
- Q10. Name and discuss different hormones secreted by anterior lobe of pituitary gland.
- Q11. What are the important routes for the administration of drugs? Describe each of them briefly giving their advantages and disadvantages.
- Q12. Describe the mechanism of any three drugs used in the treatments of cough and asthma.
- Q13.( a) Describe the types of drugs used in the treatments of diarrhoea.
  - (b)Write five therapeutic uses of peripherally acting skeletal muscle relaxants.
  - (c) What are the drugs used in the treatment of hypertensive emergencies? Why are they preferred? (5+5+5)

## Tutor Marked Assignment - III Pharmaceutics

Course Code: MVE-003  
Assignment Code: MEV 003/TMA 2018  
Maximum Marks: 100  
**Last Date: 2 April 2019**

### SECTION A

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

- Q1. Describe the term Sterilization. Explain any two methods used for sterilization of pharmaceutical products.
- Q2. What are Draughts and Suspensions? Write the advantages of Liquid dosage forms.
- Q3. What are monoclonal antibodies?
- Q4. Describe various mechanisms for gastrointestinal absorption.
- Q5. What are the uses of Radiopharmaceuticals?
- Q6. List the factors affecting biotransformation of drugs.
- Q7. Explain the following terms in 2-3 lines.  
i) Investigational drug; ii) Bioavailability ; iii) Bioequivalence  
iv) Excipient; v) Nuremberg code
- Q8. Write down the composition of the following:  
i) Shampoo  
ii) Henna rinse  
iii) Face powder  
iv) Toothpaste  
v) Mouth wash

### SECTION B

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

- Q9. 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
- Q10. What are different types of probiotics? Discuss them briefly. What are the uses of Probiotics?
- Q11. Describe the various types of Abdominal devices.
- Q12. What is the difference between phytochemicals and nutrients? Write down the sources of the following phytochemicals.  
i) Allyl sulfides  
ii) Indoles  
iii) Isoflavones  
iv) Lignans  
v) Flavonoides
- Q13. What are the sites of biotransformation of drugs in the body? Enlist the consequences of Phase I reactions regarding changes in drug.

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

Course Code: MVE-005  
Assignment Code: MEV 005/TMA 2018  
Maximum Marks: 100  
**Last Date: 2 April 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)

## **Tutor Marked Assignment - VI Sales Management**

Course Code: MVE-006  
Assignment Code: MEV 006/TMA 2018  
Maximum Marks: 100  
**Last Date: 2 April 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)
  - b) Ads and Malware
  - c) Affiliate Marketing
  - d) Contextual Advertising
  - e) Pop-under

## **Tutor Marked Assignment - IV Drugs Regulatory Affairs**

Course Code: MVE-004  
Assignment Code: MEV 004/TMA 2018  
Maximum Marks: 100  
**Last Date: 2 April 2019**

### **SECTION A**

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

Q1. What are the functions of regulatory agencies? Give outline of their mechanism.

Q2. Describe the purpose and procedure of preclinical evaluation of Drugs.

Q3. What are the advantages and limitations of clinical trial?

Q4. Compare the responsibility of sponsors and investigators.

Q5. What are the different types of Investigational New Drugs? Describe briefly.

Q6. What is the procedure to import new drugs?

Q7. What are the Objectives of developing a New drug?

Q8. Give any one function of the following

- i) DRAC
- ii) GEAC
- iii) RCGM
- iv) SBCC
- v) DLC

### **SECTION B**

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

Q9. (a) What is the composition of PCI? Write down the main functions of PCI.

(b) What are the different types of IND? Describe its application. (10+5)

Q10. Describe the following Act briefly in your own words

- 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
- i) The NDPS Act 1985

Q11. As per the Drug and Cosmetics Act explain the following terms

- i) Misbranded drug
- ii) Adulterated drug
- iii) Spurious drug
- iv) Cosmetic
- v) Drug

Q12. Define the following terms

- i) Bulk Drug
- ii) Toxicological studies
- iii) Schedule Y
- iv) Methaqualone
- v) Mifepristone