



Assignments of PGDPSM – July 2019

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 you may 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

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 2019

Maximum Marks: 100

Last Date: 20 March 2020

SECTION A

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

- Q1. What are the General Functions of Blood?
- Q2. Describe the modes of transmission and signs & symptoms of AIDS.
- Q3. What are the Physiological properties of the Nerve? Explain with the help of a diagram.
- Q4. What are Intra and Extracellular Electrolytes? Why are they important and what can be used for their replacement therapy?
- Q5. Name various groups of phytoconstituents of medicinal importance.
- Q6. What is meant by Drug evaluation? Briefly describe the methods used in Physical evaluation of drugs.
- Q7. Write a Short note on Pancreas and its Hormones.
- Q8. What Quality control tests are employed for Parenterals/ Injectable dosage forms?

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 Human Heart.
(b) Write any eight principles of Good Clinical Practices (GCP). (7+8)
- Q10. List the disorders of the Nervous System and describe any 7 in brief. (15)
- Q11. (a) Briefly explain any four Water borne diseases.
(b) Describe the quality control tests for capsules. (8+7)
- 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 2019
Maximum Marks: 100
Last Date: 20 March 2020

SECTION A

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

- Q1. What are the Sources of administration of drugs? Describe each of them briefly giving examples.
- Q2. What are the physiological actions of adrenaline on the body?
- Q3. Write short note on Hypertension and its control.
- Q4. Explain the mechanism of action of Vitamin K.
- Q5. Define Antihistaminics and give their therapeutic uses.
- Q6. Differentiate between Narcotic and Non-narcotic Analgesics, give examples.
- Q7. What are Peptic ulcers? Briefly describe the role of antacids.
- Q8. Define: i) Synergism ii) Receptor iii) Beta blockers
 iv) Diuretics v) Expectorants

SECTION B

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

- Q9. Define Pharmacokinetics and briefly explain the process involved in pharmacokinetics.
- Q10. Define Cough and classify the drugs used in the management of cough.
- Q11. What are Cephalosporins? Discuss First to Fourth Generation of Cephalosporins.
- Q12. What are Antiviral agents and Anti cancer agents? Describe giving examples (any five).
- Q13. Write short notes on the following:
- i) Alcoholism
 - ii) Treatment of Methanol Poisoning
 - iii) Antiseptics and Disinfectants

Tutor Marked Assignment - III Pharmaceutics

Course Code: MVE-003
Assignment Code: MEV 003/TMA 2019
Maximum Marks: 100
Last Date: 20 March 2020

SECTION A

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

- Q1. Calculate the dose of a drug for (a) One year old child and (b) 10 years old child, given the adult dose is 500mg.
- Q2. What are the uses of Probiotics?
- Q3. Briefly explain the following:
(a) Inhalations; (b) Douches; (c) Enemas; (d) Elixirs; (e) Suppositories
- Q4. What are Aerosols and how are they applied in Pharmacy?
- Q5. Why are Clinical trials conducted? What is Informed consent?
- Q6. List the sites of biotransformation of drugs in human body.
- Q7. What is Hybridoma technique? What are its advantages?
- Q8. What is 'Neutraceutical'? What are its ingredients?

SECTION B

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

- Q9. Give the advantages and disadvantages of (a) Tablets (b) Capsules and (c) Liquid dosage forms.
- Q10. Briefly describe the various types of Implants used in the human body.
- Q11. What important properties should be considered during the preparation of Ophthalmic products? Elaborate.
- Q12. What is the difference between phytochemicals and nutrients? Write down the sources of the following phytochemicals.
- | | |
|-------------------|-----------------|
| i) Allyl sulfides | ii) Lignans |
| iii) Indoles | iv) Isoflavones |
| v) Flavonoides | |
- Q13. Write down the composition of the following:
- | | |
|------------------|-----------------------|
| i) Gel Shampoo | ii) Aftershave Lotion |
| iii) Face powder | iv) Tooth Powder |
| v) Mouth wash | |

Tutor Marked Assignment - IV Drugs Regulatory Affairs

Course Code: MVE-004
Assignment Code: MEV 004/TMA 2019
Maximum Marks: 100
Last Date: 20 March 2020

SECTION A

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

- Q1. Give Outlook of India's Pharmaceutical Industry till 2015.
- Q2. Enlist Zonal Offices of Central Drugs Standard Control Organization and their jurisdictions.
- Q3. What is the Organizational Set up of DBT?
- Q4. Briefly explain 'Prevention of Cruelty to Animal Act', 1960?
- Q5. What is the composition and responsibilities of Ethics committee for Clinical trials?
- Q6. Describe approval process of Vaccine.
- Q7. Give an overview on the drug approval process.
- Q8. Give the full form of the following
- i) UNICEF
 - ii) NDP
 - iii) NPPA
 - iv) DPCO
 - v) ICMR

SECTION B

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

- Q9. (a) Give a detail account of Pharmaceutical legislation in India.
(b) Differentiate between Cosmetic and Drug. (10+5)
- Q10. Describe the following Acts in 3-4 lines:
- i) The Dangerous Drugs Act 1930
 - ii) The Poisons Act 1919
 - iii) The MTP Act 1971
 - iv) The Drugs and Magical Remedies Act 1954
 - v) The NDPS Act 1985
- Q11. As per the Drug and Cosmetics Act explain the following terms
- i) DTAB
 - ii) DCC
 - iii) Spurious drug
 - iv) Shelf Life
 - v) Cool place
- Q12. Define the following terms
- i) Geriatrics
 - ii) Toxicological studies
 - iii) Schedule Y
 - iv) Expiry Dates
 - v) NDA

Tutor Marked Assignment - V Introduction to Management

Course Code: MVE-005

Assignment Code: MEV 005/TMA 2019

Maximum Marks: 100

Last Date: 20 March 2020

SECTION A

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

- Q1. Explain the responsibilities of the firm towards customers?
- Q2. What do you mean by “Controlling Skills”?
- Q3. Differentiate between Operational and Strategic planning?
- Q4. What do you mean by Decisions under Risk?
- Q5. Explain the advantages and disadvantages of Group decision making?
- Q6. What are the prerequisites of control?
- Q7. What do you mean by “Managerial Ethos”?
- Q8. What is the need for Manpower Planning?

SECTION B

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

- Q 9. Explain the steps involved in the process of strategy formulation?
- Q10. Give a list of the various potential reasons of Stress?
- Q11. What are the strategies of implementing change?
- Q12. What type of analysis is needed for identifying training needs?
- Q13. Explain the four stages of developing interpersonal relationship?

Tutor Marked Assignment - VI
Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 2018
Maximum Marks: 100
Last Date: 20 March 2020

SECTION A

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

- Q1. How is marketing different from selling?
- Q2. What factors are to be considered for determining the number of Medical Representative for a State?
- Q3. Write the use of negotiation skills in pharmaceutical marketing.
- Q4. Product Launching meet is part of the promotional method. Explain.
- Q5. Discuss any two techniques of interviewing.
- Q6. Differentiate between centralization vs. decentralization in a sales organization.
- Q7. What measures can be taken to improve the territory productivity?
- Q8. What is the basic purpose of a sales budget? Explain.

SECTION B

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

- Q9. What are the theories of selling? Explain AIDAS theory?
- Q10. How does Communication work? Explain the various elements of a communication process.
- Q11. Explain the different types of sales presentations.
- Q12. What are the different types of display? Give a few examples of pharma products displayed on a medical store.
- Q13. What are the different modules of training? Which one would you suggest to train a newly recruited M.R?