



Assignments of PGDPSM – January 2015

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 1st September 2015**. 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.

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

Course Code: MVE 001
Assignment Code: MEV 001/TMA /2015
Maximum Marks: 100

Last Date: 1st September 2015

Answer all the questions given below.

1. a) What are the main functions of blood? (5)
b) Write about the systemic and pulmonary circulation in the body. (5)

2. a) Explain the Anatomy of Eye. (5)
b) Give the mechanism of urine formation. (5)

3. What are STDs? Discuss any three STDs in detail. (5)

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)

5. a) Give three disorders of (i) male and (ii) female reproductive system. (6)
b) What do you understand by Acquired Immunity. Discuss briefly its types. (4)

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)

7. a) What do you understand by SAR? How is it important? (5)
b) Discuss briefly any 5 techniques for Isolation & Purification of Constituents. (5)

8. a) Give common uses and possible side effects of the following herbs: - (7)
(i) Garlic (ii) Ginger (iii) Licorice (iv) Ginkgo (v) Ginseng.
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) Define GCP. Give its main principle. (5)
b) Discuss the role of buffers in Pharmacy. (5)

Assignment - II
Tutor Marked Assignment
Pharmacology and Toxicology

Course Code: MVE 002
Assignment Code: MEV 002/TMA /2015
Maximum Marks: 100
Last Date: 1st September 2015

Answer all the questions given below.

1. Name the different routes of drug administration. Discuss the advantages and disadvantages of parenteral routes of drug administration? (10)
2. a) What are the factors which can modify the drug action? Discuss these factors in brief. (5)
b) Briefly discuss the factors affecting drug metabolism. (5)
3. a) What is acetylcholine? Discuss its effects in our body system. (5)
b) Give at least five therapeutic uses of a tropine. (5)
4. What are Cardiac Glycosides? Give their effect on heart and their therapeutic uses. (10)
5. Give the mechanism of blood coagulation. Discuss the role of vitamin K in coagulation. (10)
6. a) Name the important diuretics. Discuss the mechanism of diuretic actions of any one of them. (5)
b) Discuss the important uses of prostaglandins. (5)
7. a) Name the drugs used for the treatment of bronchial asthma. (5)
b) How do the centrally action muscle relaxants work? Give example of at least three muscle relaxants. (5)
8. a) Describe the four generations of cephalosporins. Give their therapeutic uses. (5)
b) Write briefly about antifungal agents. (5)
9. a) How do hormonal contraceptives work? Discuss different types of oral contraceptives which are commonly in use. (5)
b) Discuss the commonly used chelating agents along with their therapeutic uses. (5)
10. a) Describe briefly the pharmacodynamic interactions. (5)
b) Name the essential micronutrients. Discuss their roles in our body system. (5)

Assignment - III
Tutor Marked Assignment
Pharmaceutics

Course Code: MVE 003
Assignment Code: MVE 003/TMA/2015
Maximum Marks: 100
Last Date: 1st September 2015

Answer all the questions given below.

1. a) What is dose? Calculate the dose of a drug for a 5 year old child (adult dose is 100mg.) (5)
b) List of different types of containers. Discuss the advantages and disadvantages of glass container. (5)
2. a) Classify monophasic liquid dosage form and discuss it briefly. (5)
b) What is the difference between tablet and capsule? Describe the advantages and disadvantages of each of them. (5)
3. a) Describe the different method for preparations of ointments. (5)
b) Explain the following terms in 2-3 line (5)
 - i) Eye lotion
 - ii) Contact lenses solution
 - iii) Steam Sterilization
 - iv) Intradermal
 - v) Isotonicity
4. Write the uses of the different types of implants. (10)
5. Discuss the various factors affecting absorption of drugs with special emphasis on physic-chemical factors. (10)
6. a) Explain the following terms in 2-3 lines. (5)
 - i) Investigational drug
 - ii) Bioavailability
 - iii) Bioequivalence
 - iv) Excipient
 - v) 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 down 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? Write down 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)

Assignment - IV
Tutor Marked Assignment
Drugs Regulatory Affairs

Course Code: MVE 004
Assignment Code: MVE 004/TMA/2015
Maximum Marks: 100
Last Date: 1st September 2015

Answer all the questions given below.

1. a) Give the historical background of Indian pharma industry. (5)
b) Discuss the current status of Indian pharma industry. (5)

2. a) Give the full form of the following:
i) CDSCO
ii) DCGI
iii) NPPA
iv) DPCO
v) ICMR (5)
b) What are the steps involve in fixation of bulk drug price? (5)

3. a) What are the different types of Toxicity Studies? Discuss each of them briefly? (5)
b) What are the responsibilities of CT sponsors? (5)

4. a) What do you understand by special products? Explain (5)
b) What is GEAC? Give its composition? (5)

5. a) Write short note on NDA? (5)
b) What are the different types of IND? Discuss each of them briefly? (5)

6. a) What is Pharmacy Act? Give the main objective of this Act. (5)
b) Write sort note on “Chopra Committee” (5)

7. a) According to the Act ,what type of drugs will be treated as spurious drugs. (5)
b) What is the role of “Drug Inspector” according to Drugs and Cosmetic Act? (5)

8. a) Give the basic features of NDPS Act 1985. (5)
b) What are the powers of state government for sale of poisons? (5)

9. Define the following terms:
i) Geriatrics
ii) Pharmacodynamics
iii) Schedule Y
iv) Hematology
v) Agranulocytosis (2×5)

10. a) State the storage condition of the drugs prescribe by IP. (5)
b) State the functions of DBT. (5)

Assignment - V
Tutor Marked Assignment
Introduction to Management

Course Code: PGDPSM
Assignment Code: MVE 005/TMA/2015
Maximum Marks: 100
Last Date: 1st September 2015

Answer all the questions given below.

1. a) What are the basic purposes of an effective training programme? (5)
b) Discuss the need of harmonious relationship of the firm with various segments of the society. (5)
2. a) Discuss briefly the various managerial skills. (5)
b) What is strategic planning? (5)
3. a) Define various types of business goals. (5)
b) Explain the various types of managerial decisions. (5)
4. a) Distinguish between individual and group decision making. (5)
b) What do you understand by the term organizational culture? (5)
5. a) How does the design or structure of an organization affect the perception of its internal environment? (5)
b) What are the causes of stress? (5)
6. a) Give the remedies to cope with the stress at the organisational level. (5)
b) Discuss change process. (5)
7. a) Discuss the needs for training. (5)
b) What are the objectives of manpower planning? (5)
8. a) Explain the process of control. (5)
b) What are the determinants of interpersonal behaviour? (5)
9. a) Distinguish between theory X and theory Y. (5)
b) Discuss the dynamics of group formation. (5)
10. a) What are the different types of analyses undertaken to assess the training needs? (5)
b) Discuss the sequence of development of a working relationship in an organization. (5)

Assignment - VI
Tutor Marked Assignment
Sales Management

Course Code: MVE 006
Assignment Code: MVE 006/TMA/2015
Maximum Marks: 100
Last Date: 1st September 2015

Answer all the questions given below.

1. a) List out the basic concepts of Marketing. Discuss any two in details. (5)
b) Explain and illustrate Sales Strategy. (5)
2. a) Discuss the strategies and role of sales person in the light of growing importance of personal selling in recent times. (5)
b) Differentiate between advertising and personal selling. (5)
3. a) What are the elements of communication process. (5)
b) Discuss the steps of presentation strategy. (5)
4. a) How is selling different from negotiating? (5)
b) Discuss the pre-requisites of good promotional tools. (5)
5. a) List out the factors to be considered for appointing the right kind of distributor or stockiest. (5)
b) Suggest the measures for good interest of the retailers in the display schemes offered by manufactures. (5)
6. a) What is job description? How it differ from job specification? (5)
b) Discuss the areas and process of sales training. (5)
7. a) Discuss the various non-financial incentives. (5)
b) Define the parameters used to monitor sales. (5)
8. a) List out the steps involved in territory planning and list out the approaches to territory design. (5)
b) Discuss the need for sales organization. (5)
9. a) Discuss the process of sales for casting of new products. (5)
b) Discuss some of the important steps involved in sales control system. (5)
10. a) Discuss the sales objectives. (5)
b) What do you understand by promoting a brand by sample? Why do pharmaceutical manufacturing companies prefer it? (5)