



Assignments of PGDPSM – January 2025

Dear Students,

You have to do one assignment for each course. After submission of all six assignments you may fill up the online Exam Form (available on www.ignou.ac.in) and appear in Term End Exams for all 6 courses.

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 or equivalent writing paper** of good quality (but not of very thin variety) for writing your answers.
3. Leave 3 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. 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.
7. It is strongly suggested that you should retain a copy (Scanned or photocopy) of your assignments to avoid any unforeseen situation.
8. **The assignments should be submitted at your Regional Centre or Study Centre allotted to you before the last date mentioned in each assignment. In case of any issue with the Regional centre then submit them at the following address:**

(Programme - PGDPSM Assignments)

To,

Regional Director
IGNOU Regional Centre (Chandigarh)
Plot No. 5, Sector 12 (Part I)
Urban Estate, Karnal 132001 (Haryana)

Other Details of RC Chandigarh:

Phone: 0184-2989777

Google Map Link: goo.gl/maps/sCZZ8dPYoAvwK3b38

Email : rcchandigarh@ignou.ac.in

Website: <http://rcchandigarh.ignou.ac.in>

Facebook: <https://www.facebook.com/RCCHD>

Instagram: <https://www.instagram.com/06chandigarh/>

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

Course Code: MVE 001
Assignment Code: MEV 001/TMA /2025
Maximum Marks: 100
Last Date: 30th August 2025

Answer all the questions given below.

1. (a) What are the main features of a muscle tissue? Differentiate between skeletal, smooth and cardiac muscle tissues. (5)
(b) Describe with the help of a well labeled diagram the structure of a cell membrane. (5)
2. (a) Differentiate between systolic and diastolic blood pressure. (5)
(b) Describe any two disorders of the respiratory system. (5)
3. (a) Describe the role of Liver and Pancreas in the process of Digestion. (5)
(b) Write a short note on the anterior pituitary gland and its hormones. (5)
4. (a) List the three main layers of the human eye and explain the physiology of vision. (5)
(b) Draw the structure of a Kidney and explain the role of a Nephron. (5)
5. (a) Describe the process of acute Inflammation. (5)
(b) Differentiate between the terms hypoglycaemia and hyperglycaemia. (5)
6. a) What are topical agents? Discuss briefly their categories. (5)
b) Describe briefly any 5 major physiological ions. (5)
7. a) What do you understand by SAR? How is it important? (5)
b) Write short note on Neoplasm. (5)
8. a) Give common uses and possible side effects of the following herbs: -
(i) Garlic (ii) Ginger (iii) Licorice (iv) Ginkgo (v) Ginseng. (7)
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) What do you understand by the terms GLP, GMP and GCP? Explain briefly. (6)
(b) Describe briefly two Quality control tests for Parenteral dosage forms. (4)

Assignment V
Tutor Marked Assignment
Course MVE-005: Introduction to Management

Course Code: MVE-005
Assignment Code: MVE 005/TMA 2025
Maximum Marks: 100
Last Date: 30th September 2025

Answer all the questions given below. All Questions carry equal marks. **(10x10= 100)**

- 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. Write a short note on Theory X and Y style of Leadership.
- Q5. Write short note on any one
- (i) Decision making under certainty
 - (ii) Decision making under risk
- Q6. Explain the type of factors which affect the firm’s survival and growth.
- Q7. Why do firms need to frame policies in The Organization?
- Q8. What do you mean by organizational climate? Explain the various dimension of OC?
- Q9. What is Stress? Explain the reasons /causes of stress?
- Q10. Explain the Change process as described by Kurt Lewin?