



**Post Graduate Diploma in Pharmaceutical Sales Management
(PGDPSM)**

(January & July 2026)

Assignments for the courses:

**MVE-001
MVE-002
MVE-003
MVE-004
MVE-005
MVE-006**



**School of Vocational Education and Training,
Indira Gandhi National Open University Maidan Garhi, New Delhi -
110068**

Assignments of PGDPSM

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.

Before attempting the assignments, please read the following instructions carefully.

Instructions for Formatting Your Assignments:

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. **Last date for submitting the assignments for January 2026 Session is 30th April 2026 and July 2026 Session is 30th October 2026** or as notified by the University from time to time on IGNOU homepage: www.ignou.ac.in
9. The assignments should be submitted at your Study Centre or the Regional Centre allotted to you **before the last date** mentioned in each assignment. **In case there is no study centre then submit them at the following address:**

(Programme: PGDPSM Assignments)

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

Regional Centre (Chandigarh)

Plot No. 5, Sector 12 (Part I)

Urban Estate, Karnal 132001 (Haryana)

Phone: 0184-2989777 OR

You can also scan and email the Assignments at:

rcchandigarh@ignou.ac.in with a copy to: **pgdpsm@ignou.ac.in**

Other Details of RC Chandigarh:

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
Course MVE 001: Introduction to Anatomy, Physiology and Pharmaceutical Chemistry

Assignment VI
Course MVE-006: Sales Management

Course Code: MVE-006
Assignment Code: MEV 006/TMA 2026
Maximum Marks: 100

Answer all the questions given below

- Q1. Fill in the blanks: (1x5=5)
- i. Marketing Concept is capable of keeping the organization free from “-----”
 - ii. ----- is the first and most important component of personal selling.
 - iii. ----- is another word for body-language.
 - iv. ----- Presentation is used in Pharma-selling.
 - v. -----are qualifications placed on a statement of a position to convey message.
- Q2. True or False: (1x5=5)
- i. The text or body of an advertisement is known as advertising copy.
 - ii. Principles of Unity mean various elements of display appear unified and seen as a whole and complex unit.
 - iii. Establishing sales territories assures proper market coverage.
 - iv. The sales budget uses the sales quota as a point of departure.
 - v. Evaluation frequency or Periodicity is the timings of sales force evaluation.
- Q3. Match the following: (1x5=5)
- | | |
|-------------------------|---------------------|
| i. Paralanguage | a. Interviewing |
| ii. Theories of selling | b. Territory Design |
| iii. Rating Scale | c. Pay per click |
| iv. CPC | d. AIDAS |
| v. Workload Approach | e. Voice Patterns |
- Q4. Write short answers on any two: (10x2=20)
- i. Evolution of Marketing
 - ii. Situation Conducive for Personal Selling
 - iii. Buying-Formula Theory
- Q5. Differentiate between any two: (10x2=20)
- i. Cost per Click and Cost per Action.
 - ii. Stress Interview and Rating scales
 - iii. Line Sales organization and Functional Sales organization
- Q6. Explain the types of Direct & Indirect Compensation (20)
- Q7. What do you mean by Sales Quota? How are quotas set? (5+20=25)