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UNIVERSITY OF JAFFNA, SRI LANKA
BACHELOR OF PHARMACY
THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY 2013
PHARMACEUTICAL ADMINISTRATION AND MANAGEMENT- PHAAM 3205

Date: 18.02.2013

Time: 03 Hour

ANSWER ALL SIX QUESTIONS

1.
 - 1.1. What do you mean by the term “Management”. (20 Marks)
 - 1.2. Explain what are the skills needed at different levels of the management. (30 Marks)
 - 1.3. Briefly explain the main functions of Management. (50 Marks)
2.
 - 2.1. Define the term “Marketing”? (20 Marks)
 - 2.2. Briefly explain 7 P’S of marketing mix by using examples from pharmaceutical trade? (30 Marks)
 - 2.3. Write Short notes on the following.
 - 2.3.1 Business correspondence. (10 Marks)
 - 2.3.2 Direct Marketing. (10 Marks)
 - 2.3.3 5M’S or Major Decisions in Advertising. (10 Marks)
 - 2.3.4 Distribution Channels. (10 Marks)
 - 2.3.5 Services of wholesaler. (10 Marks)
3.
 - 3.1. Why do countries engage in international business? (25 Marks)
 - 3.2. How do you describe your reasons for recent international business growth? (25 Marks)
 - 3.3. “Global efficiency can be increased by free trade “and the theory of comparative advantage is the basis for international trade? Do you agree with these statements? Explain your answer using appropriate examples. (50 Marks)
4.
 - 4.1. Define the terms demand and supply. (20 Marks)
 - 4.2. What are the influencing factors of demand? (20 Marks)
 - 4.3. Briefly explain price elasticity of demand and cross elasticity of demand? (20 Marks)
 - 4.4. Explain income elasticity of demand by using different nature of goods (20 Marks)
 - 4.5. Explain income elasticity of demand by using different nature of goods. (20 marks)



5. The following trial balance was extracted from the ledger of Kumar Traders at 31st March 2012.

	Rs	Rs
Buildings at cost	480,000	
Plant at cost	320,000	
Accumulated depreciation at start of year		
On buildings		80,000
On plant		152,000
Purchases and sales	10, 00,000	16, 17,600
Inventories at start of year	200,000	
Discounts	72,000	19,200
Returns	8,800	60,000
Wages and salaries	235,200	
Bad debts written off	18,400	
Other expenses	91,200	
Receivables and payables	152,000	144,000
Bank and cash	6,400	
Drawings	96,000	
Allowance for receivables		2,000
Opening capital		605,200
	26, 80,000	26, 80,000

In addition to the above trial balance, the following information is given at the end of the year

- Closing inventories as at 31/03/2012 are Rs 168,000
- Wages and salaries accrued amount to Rs 3200.
- Other expenses prepaid amount to Rs 1200.
- The allowance for receivables is to be adjusted to 4 percent of receivables.

You are required to prepare Income statement and statement of financial position.

(100 Marks)

6. 6.1. Kamal commenced business on 31 January 2011, transferring Rs 10,000 from his personal bank account into a business bank account. During the first week of February 2011 the following transactions occurred:

- 1 Feb. Bought motor van costing Rs 1600 paying by cheque
2 Feb. Bought goods on credit:
 Ravi Rs 800
 Vimal Rs 500
3 Feb. Sold goods for cash Rs.1200 (cost Rs.800)
4 Feb. Banked cash Rs.1200
 Paid Ravi Rs 800 by cheque
5 Feb. Bought goods on credit:
 Ravi Rs.400
 Sanker Rs.600



You are required to show the accounting equation at the end of each day's transactions.

(50 marks)

- 6.2. Vinoth had the following assets and liabilities on 1st January 2012

	Rs.
Land	400,000
Buildings	120,000
Inventories	20,000
Debtors	30,000
Cash in hand	10,000
Bank balance	64,000
Creditors	34,000
Bank loan	480,000
Rent receivable	20,000
Interest payable for bank loan	12,000
Computers	12,000
Motor car	500,000

Calculate the value of capital by using accounting equation?

(40 Marks)

- 6.3. **Journalise the following transactions in the books of Amar and post them in the Ledger:-**

- 2004 March Bought goods for cash Rs. 22,000
 Sold goods for cash Rs. 51,000
 Bought goods for credit from Gopi Rs.18,000
 Sold goods on credit to Robert Rs.7,000
 Received from Robert Rs. 5,000
 Paid to Gopi Rs.4,000
 Bought furniture for cash Rs. 6,000

(10 Marks)