UNIVERSITY OF JAFFNA
BACHELOR OF PHARMACY
THIRD YEAR SECOND SEMESTER EXAMINATION – JULY 2015
PHAAM 3203   PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 23.07.2015.   Time: 03 Hours

ANSWER ALL SIX QUESTIONS.

Answer parts A, B and C in separate answer books.

PART A

1.

1.1	Define the term 'management'.	(10 Marks)
1.2	List and briefly explain the importance of skills needed for managers in different levels.	(40 Marks)
1.3	Briefly explain the aspects of scientific management.	(20 Marks)
1.4	Briefly describe different roles performed by managers.	(30 Marks)

2.

2.1	What is meant by 'organising' and explain its importance.	(20 Marks)
2.2	List and briefly explain the advantages and disadvantages of centralization.	(40 Marks)
2.3	'Authority can be delegated, but not responsibility'. Briefly explain this statement	(20 Marks)
2.4	What are the factors determine the degree of delegation?	(20 Marks)

3.

3.1	What do you understand by the term 'demand'	(20 Marks)
3.2	List and explain the factors determining demand of a good.	(40 Marks)
3.3	What is meant by 'equilibrium' in a market?	(20 Marks)
3.4	What is elasticity of demand? Explain your answer using hypothetical figures.	(20 Marks)

PART B

4.

4.1	Define the term 'product' from the point of view of pharmaceutical marketing.	(25 Marks)
4.2	"In general marketing terms, five characteristics of a product are quality level, features, design, a brand name and packaging". Explain the above five characteristics of pharmaceutical products.	(75 Marks)

5.

5.1	Define the term 'Marketing'.	(20 Marks)
5.2	Describe the ten types of entities which can be marketed.	(50 Marks)
5.3	Give eight possible demand states.	(30 Marks)

PART B

6.

6.1   List any three differences between Journal and Ledger   (15 Marks)

6.2   Following are the credit purchases transactions occurred during the Month of April, 2015 in Jana Enterprises.

On 04th April, 2015.
Invoice No : 50
From   : Thisan and Sons
200 Meters of Nylon fabrics at LKR 55 per meter
300 Meters of Tretron fabrics at LKR 115 per meter discount received 10%

On 15th April, 2015
Invoice No : 213
From   : Maran and Associates
50 Meters of Denim fabrics at LKR 100 per meter
40 Shirts at LKR 850 per shirt
10 Shirts at LKR 770 per shirt
15 T-Shirts at LKR 1,500 per T-Shirt

You are required to record the above transactions in the purchase journal and ledger.   (30 Marks)

6.3   Following are the details of the sales of Mr.Tharman during the Month of May, 2015.

Date	Invoice Number	Customer	Details of Goods Sold	Invoice value (before the deducting the trade discount)	Trade Discounts
08th	104	Raja	Sugar	80,000	03%
11th	105	Suman	Flour	30,000	04%
12th	-	Raku	bottle	1,000	-
20th	106	Selvam	Rice	20,000	06%
27th	-	Devid	Furniture	16,000	-

You are required to record the above transactions to the sales journal and to the ledger.   (25 Marks)

6.4 Mike Peddler decides to open a bicycle repair shop. To get started he rents some shop space, purchases an initial inventory of bike parts, and opens the shop for business. Transactions occurred during the first month.

Date	Descriptions
May 01	Owner contributes LKR 75,000 in Cash to capitalize the business.
May 08	Purchased LKR 25,000 in bike parts on account, payable in 30 days
May 15	Paid first month's rent of LKR 10,000
May 17	Repaid bikes for LKR 11,000; collected LKR 4,000 cash; billed customers for the LKR 7,000
May 18	LKR 2,750 in bike parts were used
May 25	Collected LKR 4250 from customer accounts
May 28	Paid LKR 5,000 to suppliers for parts Purchased earlier in the month

Using the accounting equation, prepare a financial position for the end of each day and prepare a summary of the effect of each transaction.   (30 Marks)