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UNIVERSITY OF JAFFNA
BACHELOR OF PHARMACY
THIRD YEAR SECOND SEMESTER EXAMINATION – AUGUST 2017
PHAAM 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 18.08.2017.

Time: 03 Hours

ANSWER ALL SIX QUESTIONS.
Answer Part A, B and C in separate answer books.

Part A

1.
 - 1.1 Define the term 'Management'. (20 Marks)
 - 1.2 "Managers should be efficient and effective in attainment of organizational goals". Do you agree with this statement? Discuss. (40 Marks)
 - 1.3 Briefly explain the three levels of management in an organization. (40 Marks)

2.
 - 2.1 What do you understand by the term 'Price Elasticity of Demand'? (20 Marks)

 - 2.2 Briefly explain the five (05) types of price elasticity of demand. (40 Marks)

 - 2.3 If the price per unit of product A rises from Rs 1.40 to Rs 1.60, and it is expected that monthly demand will fall from 220,000 units to 200,000 units. What is the arc price elasticity of demand over these ranges of price and demand? (20 Marks)

 - 2.4 The price of a good is Rs 1.20 per unit and annual demand is 800,000 units. Market research indicates that an increase in price of 10 cents per unit will result in a fall in annual demand of 70,000 units. What is the price elasticity of demand measuring the responsiveness of demand over this range of price increase? (20 Marks)

- 3.
- 3.1 What do you understand by the term 'filing'. (20 Marks)
- 3.2 State five (05) factors considered as the requirements of filing system. (10 Marks)
- 3.3 Describe any four (04) methods of filing system (30 Marks)
- 3.4 Briefly explain the steps in filing procedure. (40 Marks)

Part B

- 4.
- 4.1 "Good marketing is no accident, but a result of careful planning and execution using state-of-the-art tools techniques". Describe the term marketing. (15 Marks)
- 4.2 "Marketers are skilled at stimulating demand for their products, but that's a limited view of what they do". Explain the eight (08) types of demands. (15 Marks)
- 4.3 Marketers market ten (10) main types of entities. Briefly explain them. (70 Marks)
- 5.
- 5.1 From the point of view of pharmaceutical marketing, redefine the product. (25 Marks)
- 5.2 Differentiate the product features from dosage form. (25 Marks)
- 5.3 Explain the following (50 Marks)
- 5.3.1 Packaging
- 5.3.2 Brand name

PART C

- 6.
- 6.1 Briefly explain the accounting process in an organization. (15 Marks)
- 6.2 List out the Features of Accounting. (10 Marks)
- 6.3 The following are the transactions using the accounting equation to build up a set of financial statements. December 2016 of Thulasi's business.

Day	Descriptions
01	Selvi commences a business introducing LKR 1,000,000 as cash
02	Buys a Motor car for LKR 220,000
03	Buys stock for LKR 40,000

04	Sells all the goods bought on day 03 for LKR 50,000
05	Buys stock for LKR 80,000 on credit
06	Sells half of the goods bought on day 05 on credit for LKR 55,000
07	Pays LKR 30,000 to his trade creditor
08	Receives LKR 20,000 from a debtor
09	Proprietor draws LKR 75,000 in cash
10	Pays rent of LKR 45,000 in cash
11	Receives a loan of LKR 160,000 repayable in two years
12	Pays cash of LKR 25,000 for insurance.

Required:

Using the accounting equation, prepare a financial position for the end of each day.

Prepare a summary of the effect of each transaction.

(35 Marks)

6.4 Following are the details of the credit purchases done by Mr. Rakul during the Month of January, 2017.

Date	Invoice Number	Description of Goods	Invoice value (before the discount)	Trade Discounts	Supplier
02 nd	512	Rice	200,000	05%	Mr.Raman
09 th	408	Flour	400,000	10%	Mr.Barathan
13 th	718	Magerine	100,000	-	Mr.Laxmanan
24 th	412	Oil	50,000	-	Ms.Seetha
28 th	615	Mixing powder	10,000	-	Mr.Sathurukkan

Required:

Record the above transactions to the purchase journal and ledger.

(40 Marks)

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