

UNIVERSITY OF JAFFNA
BACHELOR OF PHARMACY
THIRD YEAR SECOND SEMESTER EXAMINATION – FEBRUARY 2018
PHAAM 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 05.03.2018

Time: 03 Hours

ANSWER ALL SIX QUESTIONS.

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

Part - A

1.
 - 1.1 What do you mean by the term 'demand'? (20 marks)
 - 1.2 Briefly explain the factors influencing demand for a good. (30 marks)
 - 1.3 Briefly explain maximum prices with the help of a diagram. (20 marks)
 - 1.4 Sales of good Y have increased from 20,000 to 23,000 following a rise in the price of good z from \$5 to \$6. What is the cross elasticity of demand for good Y. (10 marks)
 - 1.5 Sales of Good X have increased from 15,000 to 17,000 following a rise in household incomes from \$40,000 to \$42,000. What is the income elasticity of demand for Good X. (10 marks)
 - 1.5 Sales of good T are currently 10,000 per year and income elasticity of demand for good T is +1.5. If household incomes rise by 4%, what will be the new annual sales of good T? (10 marks)
2.
 - 2.1 What do you understand by the term 'indexing'. (20 marks)
 - 2.2 Briefly explain any five requirements of effective filing system. (20 marks)
 - 2.3 List down the advantages and disadvantages associated with filing by alphabetical order. (20 marks)
 - 2.4 Briefly explain the ways of maintaining effective filing system. (20 marks)
 - 2.5 State the benefits arising from the proper documentation. (20 marks)

- 3.
- 3.1 What do you mean by the term 'management'. (20 marks)
 - 3.2 Briefly explain the interpersonal role of a manager. (30 marks)
 - 3.3 Differentiate between effectiveness and efficiency. (20 marks)
 - 3.4 Briefly explain the skills necessary for a manager. (30 marks)

Part - B

- 4.
- 4.1 "Marketing has helped to introduce and gain acceptance of new products that have eased or enriched people's lives". Explain the term "Marketing". (15 marks)
 - 4.2 There are four different customer markets in operation. Describe them. (60 marks)
 - 4.3 "Marketing plan is important for the marketing activities". Explain. (25 marks)

- 5.
- 5.1 A pharmaceutical product can also be thought of at three levels. Describe. (40 marks)
 - 5.2 "Influence of marketing mix in prescribing pharmaceutical products in Sri Lanka plays major role". Explain the following with related to this statement.
 - 5.2.1 Place influence (20 marks)
 - 5.2.2 Price influence (20 marks)
 - 5.2.3 Promotional influence (20 marks)

Part - C

6.

6.1 What is a petty cash book? State four (04) advantages of petty cash book. (20 marks)

6.2 Details of petty cash transactions of the business of Mr.Raman's for the month of July, 2017. July1 the cashier of a firm gives LKR. 2000 as imprest to the petty cashier. Payments of petty cash during July are:

Date	Transaction	LKR
2	Postage stamps purchased	100
3	Pencils bought	30
4	Bus fare	30
5	Cleaning charges	150
6	Wages to coolie for shifting furniture	150
9	Taxi fare paid	100
10	Refreshments bought for customers	170
14	Telegram charges	70
15	Stationary bought	90
17	Repair of chair	120
18	Battery for clock purchased	60
21	Stamps bought	80
23	Spare keys made for manager's cabin	50
24	Bus fare	20
26	Casual labour	90
27	Carbon paper	50
29	News paper (special edition)	30
30	Bus fare	30

Petty cash imprest has been reimbursed on 1st august, 2017. You are required to prepare a column from petty cash analyzing the expenditure under the category of postage, travelling, stationary, cleaning and other expenses. You are also required to post in to the relevant ledger accounts from the petty cash book.

(40 marks)

6.3 The following are the transactions using the accounting equations to build up a set of financial statements. June 2017 of Seetha's business.

Day	Descriptions
01	Seetha commences a business introducing LKR 800,000 as cash
02	Buys a motor car for LKR 200,000
03	Buys stock for LKR 50,000
04	Sells all the goods bought on day 03 for LKR 40,000
05	Buys stock for LKR 60,000 on credit

06	Sells half of the goods bought on day 05 on credit for LKR 50,000
07	Pays LKR 30,000 to his trade creditor
08	Receives LKR 20,000 from a debtor
09	Proprietor draws LKR 25,000 in cash
10	Pays salary of LKR 40,000 in cash
11	Receives a loan of LKr 120,000 repayable in three years
12	Pays cash of LKR 25,000 for advertisement

You are required to:

Using the accounting equation, prepare a financial position for the end of each day and prepare a summary of the effect of each transaction. (40 marks)

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