

Depth/Lib

UNIVERSITY OF JAFFNA
BACHELOR OF PHARMACY
THIRD YEAR SECOND SEMESTER EXAMINATION MARCH 2019
PHAAM 3223 Pharmaceutical Administration and Marketing

Date: 27.03.2019

Time: 03 Hours

Answer part A, Part B and Part C in a separate answer book.

Part A

1.

- 1.1 Differentiate Journal and Ledger Account. (10 Marks)
- 1.2 From the following particulars of R.N. Sugan & Co. For the month of January, 2019.

Jan 2019	Description	LKR
1	Opening Balance (on imprest system)	1000
2	Paid for stamps	120
3	Paid cleaner's wages	75
4	Paid for fare	46
5	Paid for office tea	150
6	Paid to proprietor for personal use	100
7	Paid for advertisement	300
8	Draw imprest from head cashier	
9	Paid for cartage	100
10	Paid for travelling expenses	250
11	Paid for telegram	155
12	Paid for entertainment to travelling salesmen	200
13	Advance to peon	80
14	Paid for printing bill	50
15	Paid for stationery	30
16	Drew imprest from head cashier	

You are request to prepare Petty Cash Account on imprest system and Ledger Account. The expenses are analysed under the following headings: Postage & Telegram, Conveyance & Travelling, Staff welfare entertainment, Cartage Printing & stationery, Miscellaneous (40 Marks) Item.

- 1.3 Rasika Trading is a sole proprietorship owned by Rasika. The Trial Balance of Rasika Trading as at 31st March 2018 is as follows:

Rasika Trading Trial Balance as at 31st March 2018 (LKR.000)		
Description.	Dr.	Cr.
Property, Plant and Equipment (at cost)		
Land and Buildings (Land is LKR.5,500,000/-)	500,000	
Delivery Vehicle	100,000	
Office Equipment	50,000	
Stocks as at 01st April 2017	40,000	
Trade receivables / Trade payables	30,000	100,000
Purchases / Sales	300,000	500,000
Drawings	10,000	
Salaries and wages	30,000	
Insurance	30,000	
Electricity	50,000	
Sales commission	14,000	
14% bank loan		100,000
Cash in hand	40,000	
Bank overdraft		10,000
Capital as at 01st April 2017		484,000
	1,194,000	1,194,000

The following additional information is also provided: Closing stock as at 31st March 2018 was valued at LKR.35, 000,000.

You are required to, Prepare the following:

- 1.3.1 Statement of profit / loss and other Comprehensive Income for the year ended 31st March 2018. (30 Marks)
- 1.3.2 Statement of Financial Position as at 31st March 2018. (20 Marks)

Part B

- 2.
- 2.1 Marketing knowledge is importance to market the pharmaceutical products. Define the term "Marketing" (10 Marks)
- 2.2 Marketing people can market different things. Explain the ten different types of entities which can be marketed. (50 Marks)
- 2.3 "Marketing function is integrated with other functions of the organization". Describe this statement. (40 Marks)

- 3.
- 3.1 Explain the pharmaceutical products in terms of Quality level, features, dosage form, brand name and packaging. (50 Marks)
- 3.2 "Influence of Marketing Mix in Prescribing Pharmaceutical Products is critical" Explain. (50 Marks)

Part C

- 4.
- 4.1 Define the term 'management'. (20 Marks)
- 4.2 Explain why managers are important to the organizations. (30 Marks)
- 4.3 Briefly explain the three types of skills that a manager should possess. (30 Marks)
- 4.4 State the factors that are reshaping and redefining the managers' job. (20 Marks)
- 5.
- 5.1 What is meant by the term 'records management'. (20 Marks)
- 5.2 Briefly explain the stages in records management. (30 Marks)
- 5.3 Explain any six principles of records management. (30 Marks)
- 5.4 What are the steps to be followed when establishing the filing system. (20 Marks)
- 6.
- 6.1 What do you understand by the term 'Scarcity'? (20 Marks)
- 6.2 Briefly explain the three types of economic systems. (30 Marks)
- 6.3 What is 'production possibility curve'? (20 Marks)
- 6.4 Draw a separate production possibility curve for each of the situation mentioned below;
- 6.4.1 Underutilization of resources
- 6.4.2 Economic Growth
- 6.4.3 Opportunity cost
- 6.4.4 Unattainable combination of production
- 6.4.5 Economic disaster
- (30 Marks)