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UNIVERSITY OF JAFFNA, SRI LANKA
BACHELOR OF PHARMACY

THIRD YEAR SECOND SEMESTER EXAMINATION- APRIL 2020
PHAA 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 22.04.2020

Time: 03 Hours

Answer All IX Questions. Marks allocated to each part are given within brackets.

Answer Part A, Part B, Part C in separate answer booklets.



PART A

1.
 - 1.1 What do you understand by the term 'organization'? (20 marks)
 - 1.2 Briefly explain the four functions of management (30 marks)
 - 1.3 Identify the challenges of being a manager. (20 marks)
 - 1.4 Explain whether management can be considered as a profession. (30 marks)
2.
 - 2.1 What do you understand by the term 'filing'? (20 marks)
 - 2.2 Briefly explain the four functions of filing. (30 Marks)
 - 2.3 Explain any six characteristics of a good filing system. (30 marks)
 - 2.4 Illustrate the steps involved in maintaining efficient filing system (20 marks)
3.
 - 3.1 What do you understand by the term 'demand'? (20 marks)
 - 3.2 Explain any five determinants of demand. (30 marks)
 - 3.3 State why demand curve is sloping downward from left to right. (20 marks)
 - 3.4 Differentiate between change in demand and change in quantity demanded. (30 marks)

PART B

4.
 - 4.1 Define the term "Marketing". (10 marks)
 - 4.2 "Marketing managers have to play different roles in their functions." Explain. (50 marks)
 - 4.3 "There are four different customer markets in operation" describe them. (40 marks)
5.
 - 5.1 "Marketing function has to work with other functions of the organization in an integrated manner". Describe. (40 marks)
 - 5.2 Define and Explain the product from the point of view of pharmaceutical marketing. (60 marks)

PART C

- 6.
- 6.1 Define the term Accounting. (10 marks)
- 6.2 List out the Accounting Features. (10 marks)
- 6.3 Briefly explain Accounting Concepts. (20 marks)
- 6.4 List out the Accounting objectives. (10 marks)
- 6.5 Define the term 'Journal'. (10 marks)
- 6.6 Followings are the credit purchases transactions occurred during the Month of April, 2020 in the Janakan Enterprises.
On 02nd April, 2020.
Invoice No: 350
From : Charles and Sons
200 Meters of Nylon fabrics at LKR 55 per meter
150 Meters of Tretron fabrics at LKR 85 per meter discount received 10%
- On 10th April, 2020
Invoice No: 413
From : Amalan and Associates
50 Meters of Denim fabrics at LKR 140 per meter
35 Shirts at LKR 700 per shirt
30 Shirts at LKR 800 per shirt
20 T-Shirts at LKR 1,700 per T-Shirt
- Record the above transactions in the purchase journal and ledger. (25 Marks)
- 6.7 The credit sales transactions occurred during the Month of May, 2020 in Vani's retail business are mentioned below:
On 05th May, 2020.
Sales to Mr.R.S.Perera under the invoice No-55
200 Kg of Sugar at LKR 75 per Kg.
15 Packets of rice at LKR 1,600 per packets of 50 Kg.
30 Kgs of Chillies at LKR 100 per Kg.
60 Kgs of Tea at LKR 70 per Kg.
Discount given 5%
- Record the above transactions to the sales journal and to the relevant ledger accounts. (15 Marks)