

Allied Health Sciences

UNIVERSITY OF JAFFNA, SRI LANKA
FACULTY OF ALLIED HEALTH SCIENCES

THIRD YEAR SECOND SEMESTER EXAMINATION IN BPharmHons 2019
PHAAM 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 24.02.2022

Time: 03 hours

Answer all questions.

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

PART A

1. 1.1 'Marketing has helped introduce and gain acceptance of new products that have eased or enriched people's lives' Define 'Marketing' and 'Marketing Management.' (20 Marks)
- 1.2 Explain the following (30 Marks)
 - 1.2.1 Marketing and Finance
 - 1.2.2 Marketing and Accounting
 - 1.2.3 Marketing and Human Resource
- 1.3 Write a short essay on the following (50 Marks)
 - 1.3.1 Market research
 - 1.3.2 Marketing Strategy and Plan
 - 1.3.3 Customer relationship Management
 - 1.3.4 Managing agencies
 - 1.3.5 Measuring success
2. 2.1 Define 'Product' from the point of view of pharmaceutical marketing. (10 Marks)
- 2.2 "A pharmaceutical product can be thought of at three levels such as Core product, Actual product, Augmented product" Discuss. (60 Marks)
- 2.3 How are the drug promotion activities carried out in Sri Lanka? Elaborate. (30 Marks)

PART B

3. 3.1 List out advantages and disadvantages of Accounting. (10 Marks)
- 3.2 Briefly explain qualitative characteristics of financial statements. (20 Marks)
- 3.3 The following information is selected to the Saman's business (30 Marks)

Date	Invoice No	Supplier	Amount (Rs.)	Discount
01.05.2021	15	Rohan	35,000	-
10.05.2021	35	Nilaxi	48,000	-
20.05.2021	43	Mahi	56,000	-
25.05.2021	48	Suthan	19,000	-
27.05.2021	49	Lakmal	190,000	10%
28.05.2021	55	Sunil	55,000	5%
30.05.2021	68	Suthan	75,000	-

You are required to:

- 3.3.1 Record the above transactions in the purchase journal.
- 3.3.2 Prepare the suitable ledger accounts.

3.4 The petty cashier of John and James Company paid cash for the following expenditures during March 2021.

(40 Marks)

- March 01: Balance brought forward; petty cash Rs.3000.
- March 01: The amount of petty expenditures for the previous month reimbursed by chief cashier Rs.4000.
- March 05: Bought some liquid material for cleaning purposes Rs.250.
- March 10: Paid Rs.200 for van wash.
- March 13: Bought pens and pencils Rs.150.
- March 14: Paid for fuel Rs.350.
- March 18: Paid Rs.55 for casual labor.
- March 20: Donated Rs.10 to a charitable institution.
- March 21: Bought a broom for office Rs.50
- March 22: Bought pens and pencils Rs.100.
- March 23: Paid for Vehicle hire charges Rs.150.
- March 24: Paid Rs.55 for casual labor.
- March 25: Paid for newspaper advertisement Rs.130.
- March 26: Bought a newspaper Rs.50
- March 27: Paid for travelling vehicle hire charges Rs.100.
- March 28: Paid registered post Rs.45.
- March 30: Paid for postage Rs.100.

You are required:

Record the above transactions in a petty cash book and prepare the ledger account. Assuming a petty cash imprest system is used by the John and James Company.

PART C

- 4. 4.1 What do you mean by the term “Management”? **(15 Marks)**
- 4.2 List out the concepts of management. **(15 Marks)**
- 4.3 State the nature of management. **(15 Marks)**
- 4.4 Define the managerial functions that a manager needs to perform in order to achieve the organizational objectives. **(15 Marks)**
- 4.5 Explain how the skills of management varies according to the levels of management. **(40 Marks)**

- 5. 5.1 What is meant by circular flow of economic activity? **(10 Marks)**
- 5.2 What are the factors that determine the demand of a particular product in the market? **(15 Marks)**
- 5.3 Explain the concept “Law of demand”. **(18 Marks)**
- 5.4 “Changes in demand and changes in quantity demanded are not the same concept.” Explain this statement with the help of the figures. **(18 Marks)**
- 5.5 Define and differentiate individual supply and market supply. **(20 Marks)**

5.6 What are the factors that causes the shift in supply curve right side?

(10 Marks)

5.7 What do you mean by market equilibrium?

(09 Marks)

6. 6.1 Differentiate the following terms.

(20 Marks)

6.1.1 "Filing" and "Record management".

6.1.2 "Classification and Indexing"

6.2 What are the importance of good filing system?

(15 Marks)

6.3 List out the advantages of indexing for an organization.

(15 Marks)

6.4 State the merits and demerits of page indexing.

(15 Marks)

6.5 Write down the usage of visual card and wheel indexing to the organization.

(20 Marks)

6.6 What are the features of good indexing system?

(15 Marks)

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