

UNIVERSITY OF JAFFNA, SRI LANKA

FACULTY OF ALLIED HEALTH SCIENCES

THIRD YEAR SECOND SEMESTER EXAMINATION IN BPharmHons 2020

PHAAM 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 12.10.2022

Time: 03 hours

Answer all questions.

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

PART A

1. 1.1 "Marketing is about identifying and meeting human and social needs." Explain the term 'Marketing'. (10 Marks)
- 1.2 "Marketing managers not only focus on sales, but they perform different roles", Explain. (50 Marks)
- 1.3 "Marketers are responsible for demand management", Explain different demand states (40 Marks)
2. 2.1 Describe how marketing mix elements, including product, pricing, place, and promotion, may affect a doctor's choice to write a prescription. (50 Marks)
- 2.2 Products can be categorized into three levels in Pharmaceutical marketing; describe them in detail. (50 Marks)

PART B

3. 3.1 List out the five (05) features of Accounting (10 Marks)
- 3.2 Briefly Explain Accounting concepts. (20 Marks)
- 3.3 The following transactions are related to Sumana's business for period of two weeks. (35 Marks)

Vou. No. 01 01/1/2021 Introduction of capital Rs. 50,000

Vou. No. 10 02/01/2021 Bank loan Rs. 50,000

Vou. No. 01 03/01/2021 Purchase of goods Rs. 30,000

Vou. No. 22 04/01/2021 Cash sales Rs. 60,000

Vou. No. 02 06/01/2021 Purchase of furniture Rs. 10,000

Vou. No. 03 07/01/2021 Salary Paid Rs. 2,500

Vou. No. 07 08/01/2021 Other income Rs. 12,000

Vou. No. 20 10/01/2021 Cash Drawings Rs. 50,000

Vou. No. 22 15/01/2021 Cash Sales Rs. 25,000

You Required to:

1. Provide double entries of transactions.
2. Record them into the ledger

3.4 Following are the details of the sales of Mr. Matheesan during the Month of April, 2021.

Date	Invoice Number	Customer	Details of Goods Sold	Invoice value (before the deducting the trade discount)	Trade Discounts
06 th	502	Merry	Flour	80,000	03%
09 th	503	Saman	Rice	40,000	05%
15 th	-	Layal	Soap	10,000	-
25 th	504	David	Sugar	100,000	04%
28 th	-	Zifan	Salt	85,000	-

You are required to:

Record the above transactions to the sales journal and to the ledger.

(35 Marks)

PART C

4. 4.1 What do you mean by the term "Management"? (20 Marks)
- 4.2 "The functions a manager performs in an organization vary according to the levels of management." Comment on this statement. (30 Marks)
- 4.3 List out the characteristics of Management. (20 Marks)
- 4.4 Explain the three kinds of skills needed by a manager to achieve organizational objectives. (30 Marks)
5. 5.1 Define the terms "quantity supplied" and "Supply". (10 Marks)
- 5.2 Differentiate the following pairs with examples. (40 Marks)
 - 5.2.1 Inferior goods and normal goods
 - 5.2.2 Substitute goods and complementary goods
 - 5.2.3 Excess demand and excess supply
 - 5.2.4 Individual supply and market supply

- 5.3 Explain the sub markets in input markets. (10 Marks)
- 5.4 List out the factors that causes the upward and downward shift of demand. (20 Marks)
- 5.5 Discuss the reasons for the left and right shift of supply curve. (20 Marks)
6. 6.1 What do you mean by visible card indexing? Explain. (15 Marks)
- 6.2 Discuss the conventional filing system. (30 Marks)
- 6.3 Differentiate the following filing systems with examples (20 Marks)
- 6.3.1 Horizontal and vertical filing
- 6.3.2 Centralized and decentralized filing
- 6.4 List out the advantages and disadvantages of page indexing. (20 Marks)
- 6.5 What are the merits of vertical card indexing? (15 Marks)

Allied health sciences