

UB

UNIVERSITY OF JAFFNA, SRI LANKA
FACULTY OF ALLIED HEALTH SCIENCES
THIRD YEAR SECOND SEMESTER EXAMINATION IN BPharm (Hons.)-2021
PHAAM 3223 PHARMACEUTICAL ADMINISTRATION AND MARKETING

Date: 25.09.2023

Time: 03 Hours

Answer all Six questions. Answer part A, B & C in separate answer books

Part A

1. 1.1 The transactions relating to sale of merchandise on account completed by Mahisha company during the month of May 2023 are shown below:

May. 06: Sold merchandise on account to AX& Co. LKR100,000, invoice No. 120.

May. 08: Sold merchandise on account to Pirasan & Sons LKR 90,000, invoice No. 109.

May. 27: Sold merchandise on account to Midun & Sons LKR 85,300, invoice No. 102

May. 29: Sold merchandise on account to Aravinth & sons LKR 18,500 invoice No. 189

Required:

1.1.1 Record the above transactions in sales journal.

1.1.2 Post the entries from sales journal to accounts receivable subsidiary ledger and general ledger.

1.1.3 Prepare a schedule of accounts receivables.

(30 Marks)

- 1.2 The transactions completed by XYZ trading company for the month of July 2023 are listed below:

July. 02: Purchased merchandise on account from M & Co. for LKR21,900, invoice No. 10.

July. 06: Purchased merchandise on account from N & Co. for LKR 37,200, invoice No. 24.

July. 08: Purchased merchandise on account from O& Co for LKR 39,000, invoice No. 11.

July. 15: Purchased merchandise on account from P & Co for LKR 18,000, invoice No. 30.

July. 25: Purchased merchandise on account from Q & Co for LKR 27,000, invoice No. 39.

(30 Marks)

July. 31: Purchased merchandise on account from R & Co for LKR 33,000, invoice No. 34.

Required:

1.2.1 Briefly explain the methods used to enhance solubility of therapeutic agent in the development of solution dosage form.

1.2.2 Explain the preparation methods of suspensions.

1.2.3 List five (05) equipment used in the manufacturing of suspension.

1.3 From the following particulars, prepare Petty Cash Book on imprest system of Gana & Co. For the month of June, 2023.

Jan 2023	Descriptions	LKR
1	Opening Balance (on imprest system)	2,000
2	Paid for stamps	220
3	Paid cleaner's wages	250
4	Paid for fare	260
5	Paid for office tea	25
6	Paid to proprietor for personal use	200
7	Paid for advertisement	40
8	Drew imprest from head cashier	
9	Paid for cartage	80
10	Paid for travelling expenses	350
11	Paid for telegram	15
12	Paid for entertainment to travelling salesmen	100
13	Advance to Peon	20
14	Paid for printing bill	15
15	Paid for stationery	70
16	Drew imprest from head cashier	

The expenses are analysed under the following headings: Postage & Telegram, Conveyance & Travelling, Staff welfare entertainment, Cartage Printing & stationery, Miscellaneous. Item. Prepare petty cash Account and Ledger Account.

(40 Marks)

Part B

2. 2.1 What is management? Define in your own words. (30 Marks)
- 2.2 "In order to achieve the organizational objectives, the manager needs to perform certain managerial functions." Discuss this statement. (35 Marks)
- 2.3 "Managerial skills are varying according to the levels of management." State your opinion of this statement. (35 Marks)
3. 3.1 Define and differentiate the following pairs. (45 Marks)
- 3.1.1 Supply versus quantity supplied
- 3.1.2 Demand versus quantity demand
- 3.1.3 Excess demand versus excess supply

- 3.2 What is meant by submarkets in input markets? (20 Marks)
- 3.3 Explain the causes of upward and downward shifts of a demand curve. (35 Marks)
4. 4.1 Explain the following filing systems with examples. (50 Marks)
- 4.1.1 Horizontal filing
 - 4.1.2 Vertical filing
 - 4.1.3 Centralized filing
 - 4.1.4 Decentralized filing
 - 4.1.5 Conventional filing
- 4.2 Explain the advantages and disadvantages of the following indexing systems. (50 Marks)
- 4.2.1 Page indexing
 - 4.2.2 Visual card indexing.

Part C

5. 5.1 'Having an understanding of marketing is crucial for promoting pharmaceutical products effectively.' What is the definition of the term 'Marketing'? (15 Marks)
- 5.2 Four distinct customer markets are currently active. Provide an explanation of these market categories. (60 Marks)
- 5.3 The significance of a marketing plan lies in its role of guiding and coordinating marketing activities. Elaborate on the reasons behind its importance. (25 Marks)
6. 6.1 Provide a definition and detailed explanation of the product, specifically considering it from the perspective of pharmaceutical marketing. (60 Marks)
- 6.2 The marketing function is required to collaborate seamlessly with other organizational departments, operating in a cohesive and coordinated manner. Provide a description of this requirement and its implications. (40 Marks)