

UNIVERSITY OF JAFFNA, SRI LANKA
FACULTY OF ALLIED HEALTH SCIENCES
FOURTH YEAR FIRST SEMESTER EXAMINATION IN BPharmHons-2022
PHAMM 4163 PHARMACEUTICAL MANAGEMENT AND MARKETING

Date: 21. 03. 2024

Time: 03 hours

ANSWER ALL SIX QUESTIONS.

ANSWER PART A, B & C IN SEPARATE ANSWER BOOKS.

Part A

1.

- 1.1 Define “pharmaceutical marketing” and differentiate “pharmaceutical marketing” from “general marketing”. (20 Marks)
- 1.2 Describe the four methods of buying with appropriate examples. (20 Marks)
- 1.3 “Grading is an important process in the function of standardization”, Explain this statement. (20 Marks)
- 1.4 Explain the four types of marketing risks. (20 Marks)
- 1.5 Explain pharmaceutical product launch and accreditation with examples. (20 Marks)

2.

- 2.1 “Distribution is rated as a significant function of marketing”, explain the channel of distribution. (30 Marks)
- 2.2 Explain the marketing research process in the pharmaceutical field. (40 Marks)
- 2.3 Describe any **three (03)** of the following: (30 Marks)
- 2.3.1 Marketing promotion of pharmaceutical products
- 2.3.2 Pharmaceutical product transportation and storage
- 2.3.3 Pharmaceutical care
- 2.3.4 Pharmacist career
- 2.3.5 Plant based medicine

Part B

3.

- 3.1 What do you mean by the term management in the contemporary world? (20 Marks)
- 3.2 List out the managerial functions. (10 Marks)
- 3.3 Objectives of management can be categorized into three groups. Explain them clearly. (30 Marks)
- 3.4 “Skills needed by the managers vary according to the levels of management”. Explain this statement. (40 Marks)

- 4.
- 4.1 Define the term market equilibrium. (10 Marks)
- 4.2 Briefly explain the change to market equilibrium in the following scenarios, (25 Marks)
supported by the diagram.(The assumption is that all other factors remain constant)
- 4.2.1 Demand of the product increases
- 4.2.2 Demand of the product decreases
- 4.2.3 Supply of the product increases
- 4.2.4 Supply of the product decreases
- 4.2.5 Supply and demand of a product increase at the equal percentage
- 4.3 Briefly explain the shift of a demand curve with suitable example. (25 Marks)
- 4.4 What are the factors determining the supply of a product? (20 Marks)
- 4.5 What do you mean by Law of supply? (20 Marks)
- 5.
- 5.1 State the objectives of a filing system. (20 Marks)
- 5.2 Differentiate between the centralized and the decentralized filing systems. (20 Marks)
- 5.3 Explain the advantages and the disadvantages of vertical filing system. (30 Marks)
- 5.4 What are the methods commonly used in the horizontal filing system? (30 Marks)

Part C

- 6.
- 6.1
- 6.1.1 Define the term Accounting and list out the advantages and disadvantages of Accounting. (10 Marks)
- 6.1.2 Briefly explain accounting concepts. (10 Marks)
- 6.1.3 The transactions completed by XYZ trading company for the month of December 2023 are listed below:
- December 02:** Purchased merchandise on account from Raman. for LKR 90,000, invoice No. 5.
- December 06:** Purchased merchandise on account from Seeetha for LKR 320,000 invoice No. 24
- December 08:** Purchased merchandise on account from Luxmanan for LKR 360,000, invoice No. 27.
- December 15:** Purchased merchandise on account from Sunil for LKR 800,000, invoice No. 35.

December 25: Purchased merchandise on account from Rmzan for LKR 700,000, invoice No. 39.

December 31: Purchased merchandise on account from Kowski for LKR 300,000, invoice No. 45.

You are required to:

(40 Marks)

1. Record the above transactions in purchases journal.
2. Post entries from purchases journal to accounts payable subsidiary ledger
3. Post purchases journal to general ledger.

6.2 From the following particulars, prepare Petty Cash Book on imprest system of Thanush and Co. for the month of January, 2024.

Jan 2024	Description	LKR
1	Opening Balance (on imprest system)	2,000
2	Paid for stamps	50
3	Paid cleaner's wages	280
4	Paid for fare	65
5	Paid for office tea	275
6	Paid to proprietor for personal use	260
7	Paid for advertisement	250
8	Drew imprest from head cashier	
9	Paid for cartage	200
10	Paid for travelling expenses	450
11	Paid for telegram sent	100
12	Paid for entertainment to travelling salesmen	400
13	Advance to peon	400
14	Paid for printing bill	250
15	Paid for stationery	300

The expenses are analysed under the following headings:

Postge and Telegram, Conveyance & Travelling, Staff welfare entertainment, Cartage Printing and stationery, Miscellaneous Item.

You are required to:

(40 Marks)

Prepare petty cash Account and Ledger Account.